

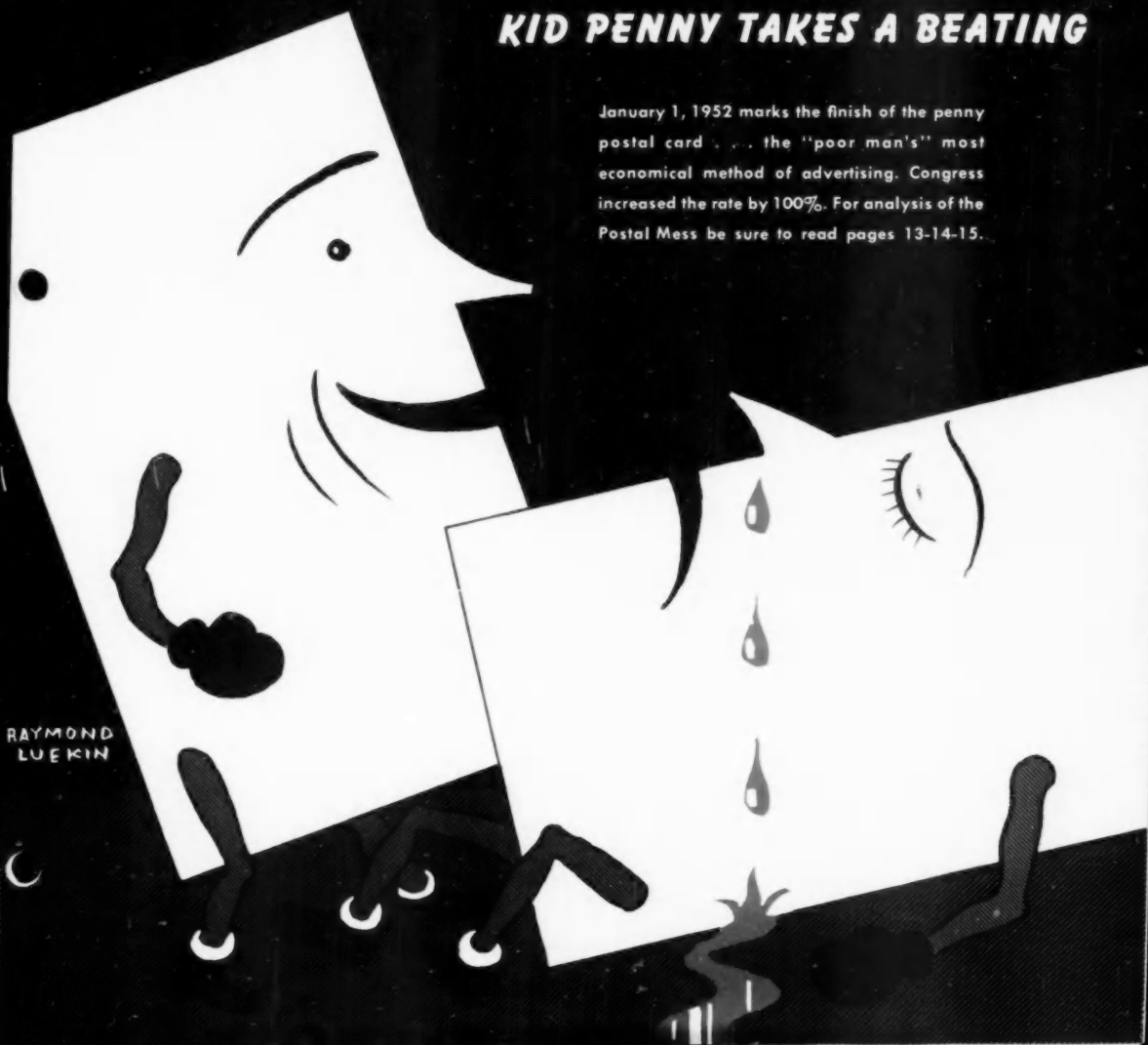
# *The* **REPORTER**

*of Direct Mail Advertising* **December 1951**

## **KID PENNY TAKES A BEATING**

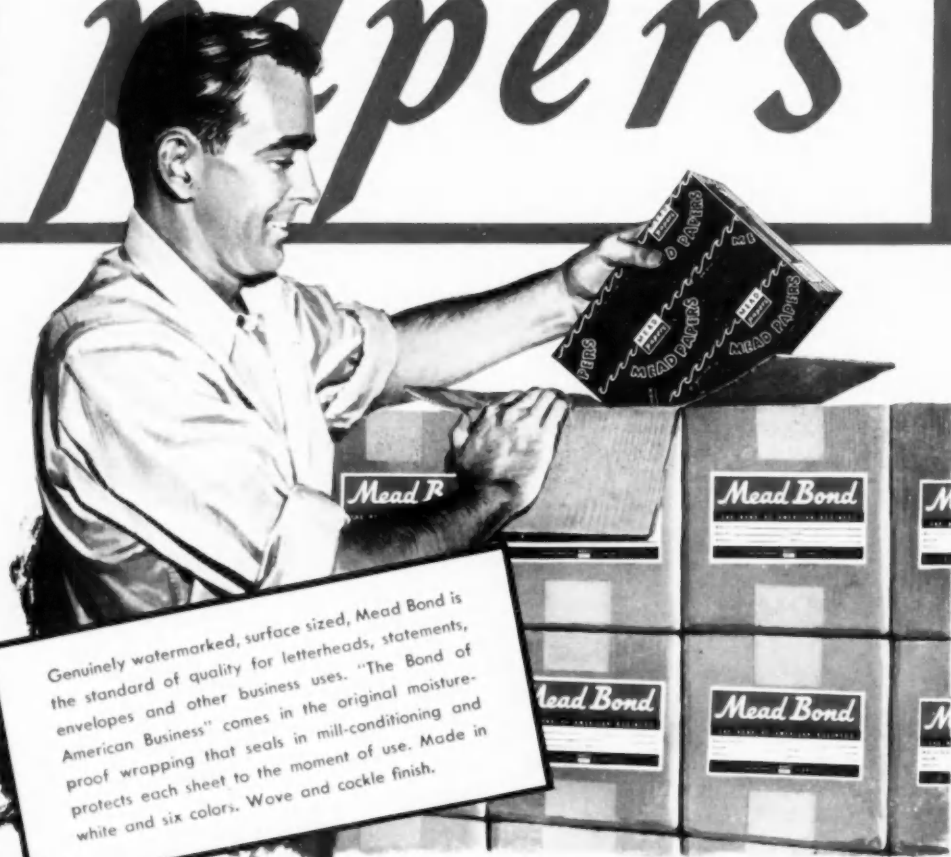
January 1, 1952 marks the finish of the penny postal card . . . the "poor man's" most economical method of advertising. Congress increased the rate by 100%. For analysis of the Postal Mess be sure to read pages 13-14-15.

RAYMOND  
LUEKIN



# MEAD

# *papers*



Genuinely watermarked, surface sized, Mead Bond is the standard of quality for letterheads, statements, envelopes and other business uses. "The Bond of American Business" comes in the original moisture-proof wrapping that seals in mill-conditioning and protects each sheet to the moment of use. Made in white and six colors. Wove and cockle finish.



**THE MEAD CORPORATION** "PAPER MAKERS TO AMERICA"

Sales Offices: The Mead Sales Company, 118 W. First St., Dayton 2 • New York • Chicago • Boston • Philadelphia



**all the ingredients**

**for a merry xmas**

*The pot is overflowing with things that make Christmas bright and festive. Add our Very Best Wishes, stir thoroughly and there before you is a treat for a Joyous Holiday. We have another recipe for you, one that has to do with the coming seasons. Take one smart mailing, enclose it in a Cupples "Personalized" envelope especially designed for you, sit back and then watch the returns roll in. This is a recipe that never fails. It has been a favorite of ours and of our customers for a long, long time. Our Art Department will be happy to prepare a sketch for you. Permit us to show you how we can improve your envelope. Write today for your recipe for greater and bigger RETURNS.*

*Other offices in*

WASHINGTON  
BOSTON  
PHILADELPHIA

**S. Cupples**  
envelope co., inc.

360 Furman Street • Brooklyn 2, New York



## Season's Greetings

At this season, the very nicest greetings are likely to be printed on Hamilton Text and Cover Papers. And for good reason, too, because text and cover papers do more than merely carry a message, they give it a lift. These fine papers, made by Hamilton, have a character of their own, they are gay, colorful and pleasant to the touch—just the thing for Christmas greetings and all the

other printed pieces that go out in December—brochures, calendars, keepsakes.

Hamilton Text and Cover Papers print beautifully by lithography, letterpress, multilith, gravure and silk screen. Your printer knows these papers well. Ask him to show you the attractive effects he can get by using them . . . on your next printed promotion.

## HAMILTON PAPERS

Sales Offices: New York, Chicago, Los Angeles

W. C. Hamilton & Sons, Dept. R-12, Milquon, Pa.

Send me a portfolio of samples of direct-mail advertising produced by firms in my line of business, which is

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

SEND  
FOR  
SAMPLES



## The Reporter of DIRECT MAIL ADVERTISING

Address all mail to  
Editorial and Business Offices  
53 HILTON AVE., GARDEN CITY, N. Y.  
Phone GARDEN City 7-5508

Volume 14

Number 8

The Reporter of Direct Mail Advertising is published monthly by Henry Hoke, publisher, at So. Lancaster, Mass. Subscription price is \$6.00 a year. Re-entered as second class matter at Post Office at So. Lancaster, Mass., under the act of March 3, 1879. Copyright 1951, by Henry Hoke.

HENRY HOKE, Editor and Publisher  
M. L. STRUTZENBERG, Circulation Mgr.  
HENRY HOKE, JR., Advertising Mgr.

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THE ONLY MAGAZINE DEVOTED  
EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.



## SHORT NOTES DEPARTMENT

◆ **FOR ALL NEW READERS.** This Short Notes Department is more or less a workshop session in direct mail. Or maybe a gossipy chin-fast. You are supposed to read it with a pencil in your hand. Mark items on which you or your secretary should do something, like . . . write for information, ask for a specimen, or just write to get acquainted. During 1951 we have printed 610 items (including this issue) about people, ideas or things connected with direct mail. It is our way of keeping you informed about what's going on. It's your job to make the most of it. Don't hesitate to write us about your ideas which might be included in Short Notes or long items. Good luck!

◆ **NEW YORK AREA** business organizations who need help in the advertising department should know about the plan developed by The City College. Write to Claude M. Bolser, coordinator, Co-operative Advertising Training, School of Business & Civic Administration of The City College, 17 Lexington Avenue, New York 10, N. Y. Ask him to send you the 24-page 8½ by 11 inch booklet titled: A Manpower Pool for Employers. Describes the cooperative advertising training program whereby students go to school part time and work in advertising departments for the balance of their training. Plan has worked out very successfully in many cases.

◆ **AN ALL-BLACK FOLDER** was issued recently by the American Direct Mail Company, Inc., 421 Hudson Street, New York 14, N. Y. The solid black background shows drawing and lettering in white reverse. As you open the wings the long skeleton of a dinosaur is revealed. The sales pitch: "Neck bone to tail bone can cover a lot of ground. So, too, can all the separate (but no less integrally related) functions of a direct mail house. From beginning to end . . . we're equipped to be the backbone of your direct mail operations. Swift, accurate, intelligent production and handling of direct mail is often the essential skeleton that holds together a successful campaign." Well done.

◆ **SPEAKING OF BLACK PIECES.** Strathmore Paper Company, West Springfield, Massachusetts recently issued a beautiful accordion-type portfolio . . . containing specimens of extraordinary jobs produced on Strathmore paper. The cover is striking. Solid black background with modernistic line drawing by Van Bellen appearing in reverse white. Another good item for your idea file.

◆ **A JOB SEEKER** by the name of William G. Beard, address: 18 Donald Street, Forest Hill Manor, Bloomfield, N. J. recently issued one of the cleverest personal promotions we have seen in a long time. A 20-page, 6 by 9 inch booklet titled: "Data, the magazine for publishers." All copy hand drawn with clever illustrations. He is after a job in the publishing business and outlines his training for a career. Cleverest double page spread reads: "And the beauty of it is, he is untainted by previous experience." If The Reporter had an open spot, we would want 24-year old William Beard on the job. He should land something fast. Could be he is the son of another famous Beard, but we are not sure.

◆ **WHAT MAKES SOME PEOPLE** write in stilted unnatural verbiage? Suppose the disease can never be cured? One of our readers received the following letter from the King County Clerk of Seattle, Washington: "In compliance with your order please find enclosed herewith certification requested. Thanking you for our fee of \$1, I am. Yours very truly." Wonder if the guy talks that way to his wife?

◆ **EARLE BUCKLEY** is conducting and selling a letter writing or correcting service consisting of semi-monthly bulletins. He is offering these bulletins (in bulk quantities) for commercial organizations to pass around to all employees who are engaged in handling routine correspondence. Samples we have seen

## Need Sales?

Many concerns grow bigger with the proper advertising plan. Whether your advertising budget is only a few thousand or hundreds of thousands, the right advertisement, placed in the right publications, in the right size space, at the right time, will bring you greater results.

### You Pay No More

on all space and time. You obtain powerful, action-compelling copy. You get proven media selection. You give your advertising dollars a chance to go further when you place your advertising through the Martin Advertising Agency.

### Personal Service

This organization, through genuine interest in the business success of its clients, through earnest cooperative effort and skilled, efficient individualized service, has helped reduce advertising waste and increase sales for many concerns. Some who started with moderate advertising budgets, now have sales into the millions yearly.

### Experience Counts

We offer you 28 years successful experience in planning, preparing and placing advertising that builds businesses, produces orders and secures low cost inquiries. At your disposal are sales-producing ideas, top-flight creative ability, complete production facilities, sound advice, capable business judgment and thinking.

## Martin Advertising Agency

Newspaper • Magazine  
Trade Paper  
Radio • Television

159 E. 40 ST., NEW YORK 16, N. Y.  
Telephone LExington 2-4751-2-3

Established 1923

No.10 of a series of people YOU have on Your Mailing List.

THIS IS FILE-'EM FRED!



You can't expect him to remember everything that passes his desk. That's why he files for future reference.

But a reply card is seldom filed!

Unless it's in REPLY-O LETTER, which carries your (already filled-in) reply card in an exclusive slip-out pocket. The card needs no pencil, pen or fill-in either.

Returns are better with REPLY-O LETTER. For example:

"... 2 1/2% returns on a list circularized twice before. Previous return was 1.4%." W. Atlee Burpee Company

Send for sample letters and free copy of "IT WAS ANSWERS HE WANTED."

USE THE REPLY-O LETTER



Write to the **REPLY-O PRODUCTS COMPANY**

150 WEST 22nd ST., NEW YORK 11

Sales Offices

BOSTON — CHICAGO — CLEVELAND  
DETROIT — TORONTO

are very good. If you want more information write to Earle at The Buckley Institute, Lincoln-Liberty Building, Philadelphia 7, Pennsylvania.

◆ A WORLD'S FAIR to celebrate the 250th anniversary of the birth of Benjamin Franklin is being promoted by our old printer friend, Herman Jaffe of 93-12 Baldwin Avenue, Forest Hills, New York. He thinks it should be called The Franklin Freedom Fair and should be held in 1956, either in Boston (where Franklin was born), in Philadelphia (where he lived), or in New York or Washington (where he worked). He is sounding out, by mail, business leaders and members of the graphic arts. If you have any ideas, send them along to Herman.

◆ A NEW TWIST in circulation letters was dreamed up by Allan Adams, circulation manager of True magazine, Fawcett Building, Greenwich, Connecticut. And are new twists needed! To get interest for a subscription appeal, the first page of the two-page letter was in the form of a questionnaire. The heading read: "This special offer is for you . . . if you're a real man." And then the readers were asked to check ten questions concerning men's reactions to various phases of life in general. Instructions for scoring were in a humorous vein. Resulting scores to indicate whether recipient is really a he-man prospect for True. We understand letter made a hit among many people who are tired of the boring sameness of most subscription letters. (Remember William Baring-Gould's article in November issue?)

◆ ANOTHER ONE FOR THE BOOKS. A Reporter reader in Washington, D. C. received a postal card postmarked New York City, inviting him to a meeting of church members on November 5. Nowhere on the card was there any mention of the name of the church or its address. Simply a description of the meeting and the topics to be discussed. It happens that the man who received this card, and his wife, travel around quite a bit and they belong to a number of churches. He had no idea which one wanted him to attend the annual meeting. It's a good rule to have your name and address on every piece of mail. That applies to churches as well as commercial undertakings.

◆ DIRECT MAIL IS WONDERFUL! There are so many case histories of success which are never publicized or heard

about. The Reporter will try to overcome this situation in next year's pre-convention issue. We are rounding up from all over the world the little-known cases of direct mail success. For instance, did you ever hear of Scripture Press, 434 South Wabash, Chicago 5, Illinois which started in 1934 in one room of a flat on LaSalle Street? It now occupies three floors at its present address. Last summer it published and sold about one and a half million teacher's manuals and pupil's work books for vacation Bible schools. Present business now runs in the seven figures. Direct mail has been the primary media for promoting the products. Advertising Manager Andrew H. Jessen will be glad to share some of his ideas with Reporter readers. If interested . . . write to him for samples.

◆ DID YOU KNOW about the revolutionary new idea in decorating? Has nothing to do with direct mail at present but many of you have been interested in the growing use of fluorescent printing inks. At the recent Home Furnishings Show in New York City, the Brockway Process was shown for the first time. Curtains, lamp shades, picture frames or walls can be treated with a new harmless chemical which is invisible when ordinary room lights are on. Turn the lights off and press a button which starts an invisible "exciter" apparatus. Treated materials begin to glow in any desired intensity . . . simply from released radiation. No electrical contacts. Lights can be made so strong that fine newspaper type can be read. More than 500 colors are available. They last forever. It is an amazing development. You can get all the information about it by writing to The H. H. Turchin Company, 41 East 42 Street, New York 17, N. Y.

◆ THE NUDE PHOTOGRAPH sellers are still at it . . . in spite of all the efforts of the Post Office to stop them. Some of the copy is out of this world! One recent circular started this way: "STOP, READ and READ AGAIN. The most thrilling news of the year. For the advanced NUDE PHOTO collector, the sincere student and the amateur photographer, we have made up some SPECIAL SETS of NUDE MODEL photographs to show the CHARM, BEAUTY and DETAIL of the most beautiful thing on earth, "the NUDE FEMALE FIGURE." The models we have used, with true pride and joy in their chosen profession, voiced NO OBJECTION to being photographed in the UNUSUAL POSES demanded by the advanced collector. The photographs are CLEAR, SHARP, and GLOSSY, FULL FIGURES, FRONT, SIDE and BACK poses, with many close-ups for detail study. These girls we have used are

without doubt, the most beautiful faces, and the most thrilling figures we have ever seen, in the **COMPLETE NUDE.** Then followed detailed, torrid descriptions of girls pictured. Don't ask for name and address of seller. He will probably be closed up before you could get an order in. Why people start fraudulent or obscene mailing campaigns is beyond understanding. If these promoters would only read the daily Postal Bulletins they would see how fast the Post Office closes up the offenders. The November 1 Postal Bulletin listed 32 people or firms against whom fraud orders had been issued.



◆ **POST OFFICE** must be hungry for the extra revenue from 2¢ postal cards (which they probably won't get). Jumped the gun on the January 1, 1952 effective date by placing the red-faced Ben Franklin cards on sale at the National Postage Stamps Show on November 16, 1951. We hope the choice of red is prophetic. A red-faced Post Office and Congress once before had to change back to the penny green. See analysis of rate situation on page 13.



◆ **CHRISTMAS PACKAGES** from Breck's of Boston, 401 Summer Street, Boston 10, Massachusetts (mail order house) were certainly attractive. Leo P. McNamara dreamed up the idea of more Christmas-y looking packages and worked out the scheme with the Advertising Tape Company of New York City. All Breck's packages were sealed with three-inch adhesive tape printed in four gay colors. An added touch to mail order selling... making customer conscious of the care his order received.



◆ **A SHORT COURSE** for house magazine editors will be conducted at the Oklahoma Agricultural and Mechanical College, Stillwater, Oklahoma from March 24 to 29, 1952. Looks like a good thing. Course will include material helpful to trade association bulletin editors and college alumni magazine editors. And do they need training! Tuition fee for the five-day course will be \$35, with rooms extra at the Union Club from \$4.25 to \$6.25 daily. For more information write to Clement E. Trout of the Department of Technical Journalism.



◆ **GARDEN CITY, (N.Y.) MERCHANTS** won a test case against the Post Office. Received little publicity... so you should know about it. Merchants had banded together to conduct an annual

# For me?...



## Yes sir, for YOU!

—and for everyone else who uses direct image offset duplicating.

Here's the story about Colitho, the quality engineered line of paper master plates and Colitho supplies that set new standards of results in the preparation of sales promotion literature and direct mail. Colitho, you will learn, gives you sharper, cleaner work faster, *no matter what make of offset duplicator you use!*

This manual tells how the Colitho "One Write" system

# Colitho

**OFFSET MASTER PLATES**

Colitho plates and supplies make any offset duplicator a better duplicator.

cuts corners in paper work to make business operations more efficient, more economical.

Valuable? You bet it is, and all the Colitho manual costs is the effort to clip the coupon and fill it out—plus, of course, three cents for Uncle Sam

to deliver it to us. Mail it now. You'll get your Colitho Manual by return mail.



**COLUMBIA RIBBON & CARBON MFG. CO., Inc.**  
Main Office & Factory:  
190-12 Herb Hill Road, Glen Cove, L. I., New York  
Branch Offices and Distributors in principal cities  
Consult your local Telephone Classified Directory

COLUMBIA RIBBON & CARBON MANUFACTURING CO., Inc. DM-12  
190-12 Herb Hill Road, Glen Cove, L. I., N. Y.

Please send me a copy of the Colitho Manual and samples of Colitho Paper Masters.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Make of Duplicator \_\_\_\_\_ Model \_\_\_\_\_  
Plate Size \_\_\_\_\_ Clamp Style \_\_\_\_\_

## OVER A QUARTER OF A MILLION DOLLARS

in postage, list rentals, listmaking  
work, printing, and inserted in Text  
and Volume Mail Order Campaigns  
during the past 42 days on

### MOSELY MAIL ORDER LIST COUNSEL AND SERVICE

Build on Services Growing in  
Service. Put your 1952 Mail Order  
Market Problems up to MAIL OR-  
DER LIST HEADQUARTERS

MORE FOR YOU in '52!  
Dept. R-113

### MOSELY

Selective  
LIST  
Service 28 Newbury Street  
Boston 16, Mass.  
Commonwealth 6-3388

NEW MAIL ORDER CUSTOMERS IN  
VOLUME  
Direct Mail

## DUPLISTICKERS are wonderful time savers



**27%  
FASTER THAN  
ADDRESSING  
ENVELOPES**

Modern Method  
of Addressing Multiple  
Mailings, Catalogs, Samples, Etc.

**DUPLISTICKERS** speed-up addressing, cut costs, increase efficiency. Typists address 4 or more copies in one operation. 33 labels on perforated, gummed, letter size sheets. 25 sheets (825 labels) 60c pkg., at stationery stores. White and 5 colors. Also available in special type for fluid duplicators.

Write for  
FREE Sample  
Package  
Eureka Specialty Printing Co.  
558 Electric Street  
Scranton 9, Pa.

**DUPLISTICKERS** are made only by **EUREKA**

prize treasure hunt. Residents received numbered postal cards. Merchants displayed items and selected numbers in the Christmas windows. Anyone discovering his number in a window could go in and claim the prize. Post Office ruled that the plan was a lottery and prohibited the mailings. A lower court issued an injunction against the Garden City Postmaster preventing him from refusing to handle the Christmas sales scheme. On November 17 the U. S. Court of Appeals refused to set aside the injunction . . . thereby ruling that the merchants' plan was not a lottery. The Post Office should concern itself with actual fraud cases . . . and stop worrying about such picayune matters as honestly-conceived local prize contests.

◆ **INCIDENTALLY** . . . there was a very fine article in the July 1951 issue of Coronet magazine, pages 125 to 128, on the subject of the unordered merchandise by mail rackets. We are late in reporting on it . . . but clips were just sent to us by Howard Shaw. Wish there was some way to have reprints sent to each home in the country. The rackets have grown to an estimated hundred million dollar a year take. Attempts to get Congress to outlaw the sending of unordered merchandise have been fruitless. But receivers should know their rights. There is no legal responsibility either to return or pay for such merchandise sent through the mail. When the public gets wise . . . the racketeers will be put out of business.

◆ **THE "DEARLESS" FRATERNITY** has another convert in Ben Ross of the New York University Alumni Federation, 100 Washington Square, New York 3, N. Y. But Ben wonders why in our letter formats (October issue) we didn't include one specimen showing the customary name and address of the recipient in the lower left-hand corner . . . with just the "dearless" salutation at the top. He thinks such a format makes the letter look more friendly and personal. He is perhaps right. Will try it out for Reporter letters.

Along the same subject . . . Ad Club Secretary Bill Hamilton sent us a form letter in French, mailed by the Université de Montreal to a list of women. The "Madame, Blank" salutation is centered at the top instead of flush left. The complete name and address of recipient is filled in at bottom left. Makes an attractive appearance. Worth trying.

◆ **PAY-VELOPE** is the trade name for a new idea which may supply a satisfactory substitute (in many cases) for

the now too-expensive postal card. Keep your eyes on this development. Idea in a nutshell: For many years commercial banks have supplied their large commercial and industrial accounts, free of charge, with payroll envelopes to use in paying cash wages to employees. The Pay-Velope Corporation, 15 Whitehall Street, New York 4, N. Y. have organized a system whereby the banks get these envelopes without cost . . . with usual payment record and bank's advertisement on one side. The Pay-Velope Corporation sells the back of the envelope to national and local advertisers (for a 3 by 6 inch message). The advertiser gets his message read just at the time the wage earner has money in hand. At present about 180 banks in 11 eastern states are distributing more than 500,000 Pay-Velopes weekly. The potential is around five million weekly. A number of national advertisers have signed up. Several test coupon offers brought surprising results. Advertising rate per thousand is less than the penny postal card. For more information write O. D. Noble at the address given above.

◆ **INTERESTING TEASER CAMPAIGN** was developed by Ad Manager, Irving R. Isaacs of Pennsylvania Transformer Company, Canonsburg, Pa. A 9" x 5" post card heralding "It's out of this world!" was postmarked from nearby Mars, Pennsylvania on November 7. Exaggerated Martian figures were examining a large "H." Following day a letter and booklet were mailed from Mars post office . . . with identifying "Mars to Earth—out of this world" theme. Technical discussion and explanation of Class H (Silicone) materials for insulating transformer. Received a lot of attention from engineers who are not too accustomed to humor and originality in technical presentations. Add this to case histories of outstanding transmittal letters. Mr. Isaacs may be able to supply Reporter readers with copies.

◆ **GOOD LOOKING** is the 6 3/4" x 9 3/4", 16-page booklet celebrating Fiftieth Anniversary of Detroit Tullar Envelope Company, 1040 Fourteenth St., Detroit 18, Mich. Designed by our old friend Clyde Everhart (formerly of Pittsburgh). The black and gold printing is easy on the eyes. Typographically perfect. All marginal line illustrations in gold. Get a copy for your idea file.

◆ **THE 1951 EDITION** of "Selling to Restaurants and Hotels" is now available to anyone interested in selling or advertising products in this field. Published by the Ahrens Publishing Company, Inc., 71 Vanderbilt Avenue, New York 17, N. Y., this 100-page, pocket size

(4 1/4" x 7") selling manual is loaded with the latest authoritative facts, figures, charts, graphs and tables about the restaurant and hotel businesses. Primary purpose is to help the manufacturer's salesman as well as the sales and advertising managers of his organization. Includes important hints about selling. The manual should also prove of practical value to dealers, institutional food wholesalers and anyone selling hotel services—to restaurant and hotel operators—to schools and colleges who offer restaurant and hotel training—to associations—to libraries and to professional consultants such as architects, decorators and kitchen equipment engineers. You can get a copy by sending your request on your company stationery.

◆ "NEW TECHNIQUES in Practical Art For Reproduction" is the long title for a mammoth new book written by peppy Jean Bourges Mayfield (daughter of Albert R. Bourges, 106 Fifth Ave., New York 11, N.Y.) 140 pages, 10" x 13", plastic bound. Published by Repro Art Press. Price \$7.50. Primarily for art directors. Describes the now famous Bourges method of preparing art work with minimum amount of unnecessary engraving expense. Explanations illustrated in color by some of the country's leading artists. A monumental job.

◆ A TYPE SPECIMEN BOOK, which is one of the most complete we have ever seen, has been produced by Western Typesetting Company, 928 Central Street, Kansas City 6, Missouri. It is a mammoth affair at 220 pages. There are sizable blocks of copy for more than 1200 sample faces and sizes. Intelligent grouping and indexing make

it convenient to select or identify the myriad type faces. Short descriptions provide distinguishing features of each group. The book is being sold at \$5 a copy, but is given free to customers. You can get more information by writing to Sanford Stuck.

◆ TWO TRIPS to Philadelphia for this reporter during November. On the 8th at Ben Franklin to talk about letters before Pennsylvania State Convention of Consumer Finance Association. Great interest in direct mail among members of this group. Tremendous users. Have talked at national and several state conventions and am beginning to understand their problems. The same old formulas are needed there just as in other lines of business. On the 20th, appeared at Bellevue-Stratford for National Association of Hotel Sales Managers meeting. Full morning clinical direct mail program . . . assisted by Howard Dana Shaw (on letter construction) and Mayer Feldenheimer, new MASA president (on production). For first time used our outline for a training program (October issue) as basis for discussion. Tried to get the hotel sales managers to go back home and conduct classes from outline for everyone concerned with letters. We'll see how many do it. Also was able to show for first time . . . the work William Metzger is doing for Pinehurst Corporation in redesigning stationery, menus and all printed matter of the Carolina and Holly Hotels. Thrilling story of applying the simple rules of showmanship and design to the hotel business . . . and getting away from the drab "brick and mortar" atrocities used by most hotels. Will give you the whole story when job is finished.

◆ ANOTHER GOOD LETTERHEAD PORTFOLIO has been issued by Gilbert Paper Company, Menasha, Wisconsin, titled: "Lithographed Letterheads of the Year." Contains actual spiral-bound specimens of 15 outstanding letterheads, with a description of the designing and typography specifications of each. Also includes a check list for good letterhead design. Wonderful job. Should be in every idea file.

◆ LETTER CARRIERS, of all people, should be able to spot duplications on a mailing list. Here is a story which is hard to believe . . . but it is actually true. The National Letter Carriers Association will hold its convention in New York during the first week of September 1952. The New York Letter Carriers Association (hosts for the convention) mailed a form letter during October 1951

## better production brings better results

There's a best way to produce direct mail . . .

MASA members study the best, most effective, ways of production: support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results.

To check the effectiveness of your production source . . .

Always say, "Are you MASA?"

YOUR BEST SOURCE for Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bulky mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

**Mail Advertising  
Service Association**  
18652 Fairfield Avenue  
Detroit 21, Michigan  
**MASA**

**LISTS FOR  
BEST RESULTS**  
INDUSTRIAL LIST BUREAU  
45 Astor Place, New York 3, N. Y.

## MOBILE TROUBLE SHOOTERS

A UNIQUE  
SERVICE  
TO  
LETTER  
SHOPS  
AND ALL  
DIRECT  
MAILERS

Our highly skilled organization will do YOUR sorting, YOUR file jobs on your own premises.

Speednam! Plate File  
Jobs our Specialty

Our know-how will beat your deadlines and save you money.

MU. 2-  
6770  
6771

**BREWSTER  
MAIL SERVICE CO.**  
17 East 42 St., N. Y. C.

## MAILING LIST Every Car Dealer in U. S.

Our business requires a complete list of EVERY new and used car dealer—KEPT UP TO DATE MONTHLY. 60,000 names, all plated, separated by states. Will run off names on your mailings, or stickers, at \$15.00 per M.

### AUTOMOBILE BLUE BOOK

900 So. Wabash Ave.  
Chicago 5





# for faster addressing



makes  
**2, 3 or 4 copies  
with one typing**

**No Machines, No Stencils,  
No Attachments**

**Use any typewriter!**

**Write for FREE sample**

Penny Label Co.  
9 Murray St.  
New York 7, N. Y.  
Please send me  
FREE sample of  
your TIME & LABOR  
saving "CARBO-  
SNAP" addressing  
labels.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

*... it's  
elementary!*

An up-to-date, carefully selected mailing list can assure the success of your mailing. Among the hundreds of lists we offer, we believe the following to be outstanding:

- **349,433 TOWN HALL OF THE AIR** booklet buyers—alert, thinking people—direct mail conscious and intelligent
- **66,936 CHICAGO UNIVERSITY ROUNDTABLE** pamphlet buyers—eager for facts on current trends and topics
- **18,046 AMERICAN FORUM OF THE AIR** buyers of radio broadcast transcripts—a highly selective group, receptive to direct mail

These lists have been pulling in returns, and have proved their worth. Can they help **your** mailing?

**willis MADDERN, inc.**

List Broker

215 Fourth Ave., New York 3, N. Y.  
ORegion 7-4747

Charter Member National Council  
Mailing List Brokers

to business organizations, asking for contributions to help in entertaining the estimated 25,000 guests. One Reporter reader received 17 identical pieces, all in the same mail . . . each carrying 3¢ postage. Close examination of the 17 pieces would indicate that all addresses were typed on the same typewriter. How postal employees could make such an error is beyond understanding.

◆ **A NEW BOOK** about mail order has been published by Stravon Publishers, 113 West 57 Street, New York 19, N. Y. The 96 pages, with stiff cover, sells for \$1.98. Unlike most books about mail order it doesn't seem to contain the usual hokum and bunkum. The book was written by Ken Alexander and is titled: "How to Start Your Own Mail Order Business." We don't like the title because we don't believe there is such a thing as a "mail order business." Mail order is simply a method of marketing. If you are selling ties by mail, you are in the tie business. If you are selling books by mail, you are in the book business. Not the mail order business. But aside from that argument, we will recommend the Alexander book. It is a good job of explaining the ramifications of mail order operations. It should save beginners many headaches.

◆ **MOST INTERESTING** pre-Christmas gift mailing was an 8½ by 11 inch self-mailing broadside which opened into an 8-page, 11 by 16 inch shopping guide. It was produced under the auspices of the New England Craft Guild of Somers, Connecticut. The front inside full page carried a letter-style message emphasizing the value of buying gifts from the craftsmen of New England. On the inside pages were the Christmas offers of 12 gift shops . . . all illustrated. Inserted in the center fold was a gummed sheet containing 12 perforated miniature business reply labels addressed to the individual advertisers in the broadside (similar to the victory labels developed by The Reporter and okayed by the Post Office as a wartime paper saver). It is the best example of cooperative advertising we have seen in a long time. May set a trend for future Christmas promotions. We are trying to find out from Ralph Burt of Springfield, who produced the job, how the plan worked for the individual advertisers. Also discovered in this promotion four new candidates for the 21 Permit Club. Frances Hall Perrins, Westford, Mass.; Cape Cod Products, Inc., North Truro, Cape Cod, Mass.; Williamsburg Blacksmiths, 230 Buttonshop Lane, Williamsburg, Mass.; The Old Mill, North Amherst, Mass.



◆ **A. EDWARD JONES** is the new chairman of the British Direct Mail Advertising Association. He succeeded Kay Murphy, who will be long remembered for her appearance at the New York DMAA convention. Some of you Reporter readers might like to take a look at the new chairman . . . so here is his picture taken at a recent meeting of the BDMAA. His business address is: Gee & Watson Ltd., 111 Shoe Lane, London, E. C. 4, England (engravers, artists, photographers, typesetters). It is always a pleasure to read the interesting bulletins of the meetings of the BDMAA. Taking direct mail very seriously over there.

◆ **ONE OF THESE DAYS** The Reporter hopes to have a complete article on the value of going after inactive accounts . . . the lost customer. Gordon Morrison of Amarillo, Texas made a fine talk on the subject at the Milwaukee MASA convention. He has promised to give us a feature story very soon. But we would like to have other material. Do any of you readers have figures on the number or percentage of lost customers recovered from a definite campaign or a series of letters? Or do any of you have figures on how new business has developed from a cultivation of old customers? For instance one fellow at a recent convention (cannot reveal details) told us his accountant had figured that 42% of their new business came from the recommendations of former satisfied customers; while 33% of the new business came from the recommendations of "centers of influence" contacted by mail and only 13% originated from space advertising. Some day we should be able to get a collection of valuable statistics.

◆ **ANOTHER DEPARTURE** from the usual was developed by Helen Valentine, editor-in-chief of Charm magazine, 575 Madison Avenue, New York 22, N. Y. for a letter memo about a new depart-

ment. A long sheet of paper measuring 7 by 22 inches was printed and processed with what otherwise would have been a two or three page letter. The long presentation on one strip made an impressive appearance.

♦ **VIOLATING THE FORMULAS** sometimes pays out. Julian Moody sent us an 8½ by 16 inch circular which he has been using this fall with much success . . . for The Barnes, Importers, East Aurora, N. Y. The circular is really cluttered up. There is a small reproduction of an inter-office memo from Julian to the manager of the Customer Service Department at the top of the sheet. Alongside is a reproduction of a handwritten memo from the manager to Julian. Underneath all this is a reproduction of a proof sheet from the magazine Flower Grower, showing an advertisement scheduled for the October issue. Along both sides of the advertisement proof are handwritten marginal notes emphasizing important paragraphs in the copy and pointing out why it is important to rush orders for bulbs now before the ad appears. Mailing was sent to old customers with surprisingly good results. Julian will send you a copy if you are interested.

♦ **THE CANADIAN DIRECT MAIL LEADERS** for 1951 have been announced. In the Direct Mail Campaigns group the following firms were winners: The Bell Telephone Company of Canada, Montreal; F. H. Deacon & Company, Toronto; Goodyear Tire & Rubber Company of Canada Limited, New Toronto; I. and J. Sutherland, Woodstock, Ontario. If you want to obtain list of winners in other classifications such as Catalogs, House Organs, Calendars and Single Pieces, write to Lee Trenholm, public relations manager of Provincial Paper Limited, 398 University Avenue, Toronto 2, Ontario, Canada.

♦ **TO SAVE TIME** in answering routine correspondence . . . Paul Swarm, director of the Church Music Foundation, P. O. Box 7, Decatur 60, Illinois has a 3 by 1½ inch sticker which he attaches to the bottom of the letter he receives. It reads: "We believe this marginal reply speeds up our service and provides you with a complete record. We sincerely hope you agree." The letters are then answered with either hand or typewritten notes in the margin. We don't know how Paul keeps a record of the inquiry or the correspondence . . . but perhaps he uses the sticker only when a permanent record is not needed. Paul also developed a time-saving memo for his insurance agency. It's an 8½ by 11 inch sheet with guide

(Continued on page 38)

"NOW HERE ARE LETTERHEADS I'M PROUD TO SEND OUT!"



"Yes, our printer was right! Hammermill Bond does make a big 'difference'!"

If you are not entirely satisfied with your present letterhead paper, ask your printer about Hammermill Bond. He is an expert on paper, and can draw on wide experience to serve your printing needs. If he recommends Hammermill Bond—as thousands of printers do—you may be sure it is the right paper for you.

Examine Hammermill Bond for yourself. Send for The Working Kit of Hammermill Bond. It is a "show-how" portfolio of practical ideas to help you get the most out of the business printing you buy. Mail the coupon now for your free kit.

**HAMMERMILL BOND**



You can obtain business printing on Hammermill papers wherever you see this shield on a print shop window. Let it be your assurance of quality printing.

Hammermill Paper Company, 1621 East Lake Road, Erie 6, Pennsylvania.  
Please send me — FREE — The Working Kit of Hammermill Bond.



Name

Position

(Please attach to, or write on, your business letterhead.)

TR-DEC.

LOOK FOR THE WATERMARK . . . IT IS HAMMERMILL'S WORD OF HONOR TO THE PUBLIC





# How a Change of Clothes Turned Defeat Into Victory...



In 1465 the armies of Burgundy were clamoring at the gates of Paris. Besieged within his city, King Louis XI spent his time at astrology, refused to lead his soldiers against the foe.

According to legend, a vagabond poet, Francois Villon, bragging what he would do... "If I were King"... was seized by soldiers and brought before the monarch. Amused by the tattered figure of Villon, Louis clothed him in the robes of a king... ordered him to make good his boasts, or die.

Resplendent in his royal attire, Villon rallied about him the rabble of the streets... broke the siege and saved King Louis his crown.

Had Villon never shed his dull robe to don royal raiment he would have gained no followers. His genius for snatching victory from defeat would have gone unknown.

How many costly mailings, with the inner spark of genius, go forth to conquer... but unlike Villon, garbed in the drab attire of unattractive envelopes? Little wonder they seldom pass the gate, usually meet defeat unopened and unread.

If what you have to say is worth the reading, then it's worthy of an envelope to match the contents... an envelope which stands out, inspires confidence, gives promise of a rich reward within.

Such envelopes as these are made by Tension. Envelopes which have proved time... and time again... that through the use of color and creative thinking you can make your envelopes increase the impact and results of mailings!

## RESTYLING WON A VICTORY FOR THIS ENVELOPE, TOO!



A large roofing company enclosed a return envelope for orders with their mailings. This is the way the back appeared... perfectly plain. To increase orders for nails and accessories...

The company decided to print a reminder message on the back. At the end of one year this new envelope had increased accessory orders by 12%!



for every business use

## TENSION ENVELOPE CORP.

FACTORIES: Dept. H8, 522 Fifth Ave., New York 36 N.Y. • 5001 Southwest Ave., St. Louis 10, Mo. • 123-129 North Second, Minneapolis 1, Minn. • 1917 Grand Ave., Des Moines 14, Iowa • 19th & Campbell Sts., Kansas City 6, Mo.

Over 100 Representatives Selling Direct to User

# ANALYSIS OF A MESS

by Henry Hoke

Starting January 1, postage rates are going up on a time schedule which will have all new figures for 1952 in effect by July 1. We'd like to give you an analysis which may cause high blood pressure . . . and some well-directed squawks to Congressmen. Read this carefully. Show it to your company attorney . . . for a few people have already claimed that the new postal rate law enacted by Congress is unconstitutional.

**FIRST CLASS:** No change in first class letters (3¢ an ounce) or air mail (6¢ an ounce up to 8 ounces).

**BUT** the penny postal card, always considered "first class," will be raised on January 1 to 2¢. Double postal cards will be 4¢ instead of 2¢. In other words, there is an increase of 100% on the "poor man's" method of communication and advertising.

The best letter on the postal card situation was mailed by the Frank Parsons Paper Company, Inc. (16th & Okie Streets, N. E., Washington 2, D.C.) within a few hours after the President had signed the new act on October 30. It was prepared in advance by Troy Rodlun . . . ready for most timely mailing. It is worth reading and we'll reprint here.

## TO PRINTERS AND USERS OF GOVERNMENT STAMPED POST CARDS -

Starting January 1, "penny" post cards go up to 2¢ each; double cards to 4¢ per 2-card unit.

**AND**, here is the new rule: If the printer or user want more than 50 cards at a time, he must pay 10% extra. That amounts to \$1 extra on 500 cards; \$2 extra on 1,000 cards, and so on.

This will make many users drop the use of stamped post cards. Print on Springhill Manila Post Card or on Time Card Index and you save money on stock. Pay a little more and you can use top grade colored and duplex stocks.

Here are some figures:

Quantity, 3 1/4" x 5 1/2", no cutting charge included:	Amount of 10% Penalty on Gov't cards:	Springhill 125 Manila Post Card:	Time Card 110 Index (white or buff):	Line-Time 100 Bristol (8 colors):
1,000	\$2.00	\$1.19	\$1.62	\$2.17
5,000	10.00	3.98	6.84	9.43
25,000	50.00	16.20	27.89	39.96

**Please Understand:** This reporter likes the Post Office Department. Has spent his entire business life working with officials or employees of it. But we cannot keep quiet when we see the Post Office befuddled and burdened down with a disjointed, unscientific, undemocratic set of rates, rules and regulations. If you or your attorney want to read the new "Act to readjust postal rates" send a dime to Supt. of Documents, U. S. Government Printing Office, Washington 25, D. C. and ask for copy of Public Law 233—82nd Congress, Chapter 631—1st Session, S. 1046, with title in quotes above. Read it and weep. Ben Franklin, founder of our postal system, is probably weeping in heaven.

The printer won't be bothered with postage advances, spoilage refunds; neither will the user. The printer may be able to save additional money by running front and back at one impression in suitable quantities. Everyone should be happier.

Except on messages which have a definite timeliness, the Post Office no longer treats post cards sent out by advertisers as first class mail, so the user might just as well have his message printed with the bulk mail indicia (using a larger size card if he wishes) and send the job out at the 1¢ bulk postage rate. (The 1¢ bulk rate increases July 1, next year, to 1 1/2¢, but we all have eight months to get used to that!)

If you have questions, ask us and we'll try to answer.

Sincerely yours,

(signed) Jack Dodge

FRANK PARSONS PAPER COMPANY

That letter tells the sad story.

Violating all the rules of economics and business logic, the Post Office will soak business users of postal cards a surcharge of 10% when 50 or more cards are purchased at one time. The Parson's letter proves that it will be cheaper to buy your paper and mail at the third class rate. So where is the Post Office going to get its extra revenue? But the Post Office doesn't seem to care a hang.

During hearings, officials professed to be hopeful that the 2¢ rate would drive advertisers away from postal cards. A demonstration of legislating a form of advertising out of existence. The thousands of small merchants who have used postal cards don't have a strong enough voice to make their complaints heard.

The 10% surcharge on "50 or more" will cause headaches. How will postal clerks account for the 10% surcharge? What's to prevent a small merchant having his employees buy 49 cards a day for as long as it takes to accumulate enough stock for his monthly mailing? The Post Office certainly can't fine him for getting around a silly, economically unsound law. Nearly every business in the world will give a discount on quantity purchases. But Congress and the Post Office disregard economics by placing a surcharge on quantity purchases. Ask your Congressman how he justifies such screwy thinking.

Temporarily, at least, the postal card will go out as an advertising medium. As volume goes down and squawks increase . . . Congress may change, as it did before. THE REPORTER has said "good-bye" to the postal card with a final December mailing to all prospects. That's the end for us. Others will find substitutes . . . just as we will. See item about "Pay-velopes" in Short Notes. The Post Office will drive thousands of small local advertisers back to handbills.

**SECOND CLASS:** Second class rates (for publications) will start up on April

**LAST MINUTE SUPPLEMENT** . . . Just as we were ready to go to press . . . after being told by a few friends that our postal analysis was much too mild . . . in comes carbon copy of a letter written November 28th to the Baltimore Postmaster by George Dugdale. George is major-domo of Drumcliff Company, Towson 4, Maryland. When he gets incensed about anything, the words fly with biting sarcasm. We found room for his blistering letter which is **MUST** reading. Perhaps you'd like to copy parts of it and send to your own postmaster.

Hon. Neal Sibley  
Postmaster  
Baltimore, Md.  
Dear Mr. Sibley:

If I properly interpret the new regulations concerning the shipment of parcel post packages, we shall need—before January 1—a list of all post offices in the United States indicating whether each office is of the 1st, 2nd, 3rd or 4th class. We will appreciate it if you will supply us with this information in a form that will be practical for the use of our shipping department.

At the same time will you please give us a clear description of just what types of merchandise are included in the classification "agricultural commodities (not including manufactured products thereof)"? We understand that there are certain very closely restricted limits as to size and weight of packages that may be shipped to first class offices but that these restrictions do not apply if the parcel contains agricultural commodities.

Will you have special classification clerks who will pass on the contents of each parcel? How will these clerks know what is actually inside of sealed packages? Will your clerks know which offices are not of the first class? Will parcels containing merchandise which is exempt from the new restrictions be so marked at the office of origin so that handlers in other offices will not delay delivery while raising a question of classification?

Why is it that second, third and fourth class offices, which are seldom equipped with material-handling equipment like conveyor belts and motorized hand trucks will continue to handle parcels of the larger sizes and heavier weights while the first class offices where the equipment is better designed to handle large and heavy parcels in quantity will NOT be required to handle the more bulky sizes?

Can the labor involved in the extra assorting of parcel post by type of office of origin and office of delivery, and the classification of parcels by the nature of the contents be handled without **INCREASING** the personnel of the post offices or the cost of handling the mails? Or can this added work be handled by the present staff without increasing the *un-morale* of the present staff? To what extent will the revenues of the department be increased and the deficit decreased by the large volume of parcel post which will necessarily be diverted to the Railway Express Agency and to trucking lines by the ill-considered regulations which shortly become effective?

There also seems to be a confusing new regulation about the price of postal cards. As I understand it, if fifty individuals separately approach the stamp window in a post office, ask for a postal card and offer currency in the denomination of five cents or more, the clerk will pass out a postal card, make change, and charge 2¢ for the card. But if another person comes to the window and buys fifty cards at one time the clerk will handle only one transaction and charge the wholesale customer a penalty of 10¢ on the price.

Does this interesting type of departmental efficiency increase or decrease the postal deficit?

Your early and detailed reply will be sincerely appreciated. I am sure you realize that these new regulations present almost unsurmountable problems to businesses **WHICH HAVE BEEN BUILT ON AN ADEQUATE POSTAL SERVICE**. Considerable resourcefulness on the part of the Department and of the mailing public will now be needed to prevent a chaotic collapse of parcel post service and of public confidence in the individuals responsible for the imposition of these new regulations.

Yours sincerely,  
(signed) Geo. Dugdale

1, with a modest 10% increase. (Another 10% in 1953; the final 10% in 1954.) We won't attempt to describe rates as they do not apply to direct mail. However, we should point out another asinine situation.

The new rates will not apply to religious, charitable, union or other "non-profit" undertakings, except that such organizations will now have to pay a minimum of 1/8¢ (one-eighth of one cent) per piece on their publications. Holy smokes! Congress has now set up two classes of mail users. Business pays one rate. A "non-profit" organization, which may be an outright racket or a propaganda front, pays a lower rate. And if the Post Office can handle a religious or ad club second class bulletin for 1/8¢ each minimum, why is it necessary to tax the small merchant user of postal cards 2¢ each when the postal card weighs much much less than the 1/8¢ paper?

The new postal rate act is discriminatory . . . and its constitutionality is questionable. That's why postal rate fixing should be removed from Congress. It is simply a political football under present setup.

**THIRD CLASS:** On July 1, third class rates (circulars, form letters, house magazines, etc.) will be adjusted." The pound rate will continue to be the same and individual pieces (2 ounces or under) can be mailed for 2¢ (this rate was raised two years ago from 1 1/2¢). But the minimum piece rate for bulk mailings (states and cities separated and tied) will be raised from 1¢ to 1 1/2¢ . . . a 50% increase for the direct mail people who put about ten billion pieces in the mail every year.

But get this! The politically-minded Congressional rate fixers exempted from this raise (as in second class) the religious, union, non-profit organizations. They will continue to get the 1¢ minimum.

The best letter on that situation came to us from Leo P. Bott, Jr. (64 East Jackson Boulevard, Chicago 4, Illinois). His thoughts deserve careful reading.

If I understand the new postal law correctly, the increases in third class matter will not apply to labor unions as well as educational and religious organizations. I think this is highly discriminatory, and it seems to me that a good lawyer could find it to be unconstitutional.

I do not believe the founders of our country planned to have a double standard of taxation—one for people in general, and the other for the labor unions and other organizations, as mentioned. Those wealthy groups could pay the same rates as business and the public in general. If that premise holds water, then why shouldn't we have two standards of

money—one for we common folk, and the other for the labor unions?

If you agree with me, I would like to see you tear into this matter before the new rates go into effect and have the courts declare the law unconstitutional. If we have to pay higher rates, then I think everyone should pay the same. Don't you?

This reporter agrees. I have no prejudice against religious, educational, propaganda, union, or other non-profit organizations . . . but if they deserve to be in existence, they should be able and willing to pay the same mailing rate as anyone else. Congress and the Post Office are playing around with a dangerous policy . . . two classes of mail users. I think the whole scheme is discriminatory, unethical and unconstitutional. Who will determine eligibility for the exemption? Will the purveyors of unordered merchandise, masking under the cloak of "charity," be able to mail their millions for 1¢ instead of 1½¢ minimum? Will a non-profit organization set up to propagandize against democracy (such as existed in 1939 and 1940) get a rate lower than the American businessmen who are struggling to make a profit and keep the wheels turning?

And just why did the third class rate have to be raised 50% when the biggest loss leader, second class, received gentle raises of 10% per year for three years? Why not a logical minimum of 1½¢ or a 25% raise? 1½¢ can be figured in bulk just as easily as 1½¢. Would the Post Office like to legislate direct mail out of existence?

At any rate . . . that's the picture. New rates are now law. We'll have to live with them. But we can keep on squawking. Someone, the DMAA preferably, should institute a test case against the Post Office (just as the merchants did successfully in Garden City). Ask for an injunction restraining the Post Office from charging discriminatory rates. Demand that businessmen receive same rate granted to "non-profit" organizations. Who will have the nerve, or just plain guts, to tackle such a crusade? THE REPORTER will be glad to help . . . but can't do it alone.

The postal mess will never be cleaned up until Post Office rate fixing and management are placed in the hands of a competent, business-like commission. Five hundred or more politically-jittery Congressmen can't be expected to give birth to anything less of a monstrosity than the present unfair and discriminatory structure. P. S.

We have not attempted to get into the fourth class rates. Those, too, are in a mess . . . but will describe them later after we receive more details about regulations.



## Specialists in **ENVELOPES** and Outstanding Service

- AIR MAIL
- CATALOG
- MERCHANDISE
- POSTAGE SAVER
- OFFICE SYSTEMS
- PACKING LIST
- EVERY OTHER STYLE
- COIN



THE HOUSE OF ENVELOPES . . . AND ENVELOPE IDEAS!



If you'd like to receive our brisk little publication "THE POSTMARK," you have only to request it. Please use the coupon below.

**GARDEN CITY  
ENVELOPE CO.**

3001 N. ROCKWELL ST.  
CHICAGO 18, ILLINOIS  
Phone COmmedia 7-3800



Garden City Envelope Co., 3001 N. Rockwell, Chicago 18, Ill.

☐ Please put my name on "THE POSTMARK" mailing list

My Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

## Want More Business in '52?

Then let us improve your direct mail. Let us go over your letters, brochures, circulars, catalogs and whip them in shape to do a hard-hitting selling job.

We are not miracle men. We are down-to-earth specialists, with years of experience and technical know-how. We begin where space advertising leaves off and carry on until the sale is made. We study your market. We analyze your product. We write all the direct mail sales material that is needed by you, your dealers, your retailers to promote your product and make the sale. We work out plans for its use—plans that will yield best results.

If you are in any business that uses the mails to do a public relations or a selling job, if you are a

Manufacturer

Retailer

Dealer

Banker

Publisher

Mail Order Operator

Chase and Richardson, Inc. can show you  
how to get more business in 1952

### It Won't Cost You a Cent to Find Out

Let us look over the direct mail material you now use and suggest ways to improve it. Let us show you how to get more business at less cost in 1952 by using direct mail more effectively. We shall be delighted to do this, and it won't cost you a cent.

Please phone us at Murray Hill 2-8285, or drop us a note.

### Some Concerns We Have Served:

Union Bag & Paper Co.  
Hope Webbing Company  
McGraw-Hill Pub. Co.  
American Home Mag.  
Encyclopedia Britannica  
The Hecht Company  
Lan-burgh & Brothers  
Medical Research Press  
American Instrument Co.  
Henry Holt & Co., Inc.  
Wilfred Funk, Inc.  
Shenzadoan Mfg. Co.  
Short Line Bus System  
Crosse & Blackwell Co.  
Rustcraft Greeting Cards  
Doubleday & Company  
Dime Savings Bank, Bklyn.

### Some Products We Have Helped to Sell:

Books  
Paper Bags  
Toys  
Hospital Equipment  
Narrow Fabrics  
Fund Raising Drives  
Investment Securities  
Bank and Financial Ser.  
Steel Castings  
Map & Newspaper Cir.  
Dept. Store Merchandise  
Electrical Equipment  
Transportation  
Scientific Testing Equip.  
Food  
Trade Associations  
Household Equipment

**Chase & Richardson, Inc. 9 East 45th St., N.Y. 17, N.Y.**

# CACTUS PLANTS BY MAIL . . .

## CASE HISTORY OF A SUCCESSFUL VENTURE

One of the most unusual mail order operations in the United States is that of Charles M. Fitzpatrick of Edinburg, Texas, who does a million-order business yearly, simply by following the basic rules of direct mail . . . to sell something which most people would consider unsalable.

Mr. Fitzpatrick sells cactus and his operation is unique. He is one of the few people who can resist the impulse to deviate from the rules of successful mail order and who can combine a real flair for promotion and advertising with sound, businesslike methods, along with farming know-how.

Cactus seems an odd commodity to be so successfully sold by mail, but an examination of its characteristics reveals compliances with basic rules. First, there is an unlimited supply of the product. The unhappy experiences of many mail order beginners, who—because of inability to obtain the product advertised—have to refund money and argue with postal inspectors, never happen to him.

Mr. Fitzpatrick has solved this basic problem. He lives and has his plant where cactus thrives; he owns his own farm and has 10,000,000 cactus plants, encompassing some 1,500 varieties out of the 3,000 that exist. He also encourages production by other cactus growers and, if necessary, helps them to get started. Barring disaster, he cannot run short of his product.

Cactus propagates itself in only a few sections of the United States, but it will grow anywhere. It has a terrific vitality, requires little water, will grow in soil of low fertility and will survive neglect better than almost any other plant. Thus, it is easy to insure that the quality of the product when it reaches the buyer, is the highest that could be expected. The second rule of successful mail order selling is thus complied with.

Another factor is that the cost of production of cactus does not vary

radically from year to year. Pricing is simplified and there is little danger of having to fill orders at a loss due to an act of government or an increase in living costs. Last year it was necessary to increase the price of the standard offer from 3 for 25 cents to 7 plants for \$1, since the cost of advertising, promotion, packaging and other factors made the 25 cent offer impossible. The margin of profit on these introductory offers is extremely low and the theory is that people who buy 7 cactus plants will eventually buy many more to complete their collections. This works out in practice and another requirement of direct-by-mail is followed: a good repeat sale from the customer over a period of years without further expensive advertising.

It has long been known that a genuine FREE offer will attract more replies than plain presentation. The article offered should be related to the merchandise for sale, but should not be exactly the same; it should be attractive and not easily obtainable in any other way; it should, however, be inexpensive enough to give away. In the case of cactus, Mr. Fitzpatrick has found the resurrection plant ideal as a free offer.



A resurrection plant is a fascinating object. It appears to be a small brown ball of dead weed; placed in water it comes alive in a few hours and begins to grow and flower. If the water dries up, the plant returns to the dormant stage but will begin to grow again if water is added; this process goes on indefinitely.

One of the major things that causes many mail operations to fail is the high cost of printing, postage, and envelopes. Mr. Fitzpatrick has licked this in the same manner that he solved the problem of a stable supply of merchandise. He set up his own production. At first this was only a mimeograph machine. He then purchased a small letterpress and an assortment of type and began to print his own literature. His plant now includes complete letterpress equipment; offset in the form of a small duplicating machine will be added soon.

The quality of work turned out could scarcely be called Class A Franklin, but it is clear, legible, and makes sense to the buyer. More than that, orders result from it, which is the final requirement of the mailing piece. Fancy color work is not attempted, and a few such pieces produced are jobbed to agencies or professional printers. As a result, production costs on literature are approximately one-half those paid by most mail order firms who let out all their work.

One item of cost in this process is never stinted upon—that is in the quality of the text and layout of the mailing piece. The majority of this is done by Mr. Fitzpatrick himself. He is constantly searching for improvement, however, and periodically submits his copy to specialists for minor changes to increase the pull. These changes, deviating from the basic successful copy only slightly, are carefully tested before being incorporated into

### Charles Fitzpatrick . . .

**REPORTER'S NOTE:** Who would ever think of being able to sell cactus plants by mail? But it's being done . . . successfully. The **REPORTER** is proud to present this fascinating story about Charlie Fitzpatrick of Edinburg, Texas. It should provide many of you with a short refresher course on the importance of careful planning. And the suggestion in the last paragraph is no joke. We liked our miniature cactus garden so well . . . ordered two dozen more for friends.



mass mailings.

Prior to this year, the account was not handled by an agency, but the Richardson Advertising Agency of Brownsville, Texas, whose direct mail promotion won both Editor and Publisher and Advertising Age awards last year, was retained early in the year. To date, they have made few, if any, changes in basic themes, and mostly have continued the placement of the display and classified advertising in national publications, for the introductory offer.

The principle of buying the smallest possible space and largest possible circulation is followed, and a wide range of newspapers, farm magazines, women's publications, and general magazines is used.

Each advertisement is keyed to a woman's name as Aunt Pat, Aunt Hattie, etc. Results from the ads are recorded on a master chart according to season, type of media, and other factors. If an ad fails to pay its way, particularly in a media which has proved successful in the past, an attempt is made to find out why. If the problem cannot be solved, it is assumed that the publication has temporarily outlived its usefulness, because the majority of its readers have been saturated with cactus.

Each order that is received is filled immediately and sent off with a money back guarantee that it will arrive in good condition. Inside the container is literature, up to four folders, describing more cactus, with attractive prices for quantity purchases. This saves cost of postage and envelope in sending out basic literature. Orders

of \$5 to \$25 for complete assortments of some varieties are not uncommon. This, of course, is the basis of the business.

The returns from small space display and classified advertising campaigns are not the only source of exploratory orders.

There are several premium offer programs going at once; a breakfast food manufacturer in the midwest offers 3 cactus plants for a boxtop and 25 cents sent direct to Fitzpatrick. The manufacturer redeems the boxtop, and the literature mailed to the prospect usually results in an order of some sort. A first class follow-up mailing is made to live prospects and this is kept up until the prospect is definitely dead.

Occasionally, with promotions such as this, the volume almost gets out of hand. In the space of three weeks, last year, Fitzpatrick filled 30,000 individual orders from the breakfast food promotion alone, in addition to a heavy flow from his own advertising, repeat business, and returns from first class mailings.

For this reason, he is in the wholesale cactus business as well and supplies many well known seed and plant houses with the cactus they sell. The thriving wholesale business makes it unlikely that he will be caught short in getting his shipments off promptly, since the mass orders make the maintenance of an adequate, year around staff a profitable operation.

In addition, the Fitzpatrick operation is large enough so that he can supply rare varieties for collectors. There are more of these about than

is commonly supposed. There is a cactus club or society in every principal city in the United States and many throughout the British Isles, as well as in other countries. There are trade publications of course; two in the United States, two in England and one in Australia. St. Louis, Denver, and other cities publish their own monthly cactus bulletins. The reasons for all this interest in cactus probably has to do with modern living habits. A garden is an impossibility for most people and even simple house plants pose difficulties for the average dweller. The impulse to have growing plants never dies, however, and people are invariably planting things in pots, usually with small success.

Cactus thrives on neglect. It requires water only once every month for optimum growth and will survive for a longer time than that under completely arid conditions. It is not affected by dry artificial heat, and as a matter of fact, feels completely at home in the hot, dry atmosphere induced by over-enthusiastic central heating. While most varieties are spiny, many are not. The plant comes in an immense range of colors, shapes and sizes. It dwarfs naturally, or if encouraged, grows to enormous size. It makes an uncommonly decorative accessory for the home and fits particularly well with the Mexican and ranch motif that has become so popular. None of this explains a phenomenon which has baffled Mr. Fitzpatrick for years. He can sell almost no cactus in Texas, except to a few tourists, but Arizona buys thousands of plants from him yearly . . . and Arizona is a cactus producing state!

Almost anyone can grow cactus; it requires no green thumb. And almost anyone can start a mail order venture. Combining both with such success is the trick.

You can get stuck in the mail order

## 7 CACTUS PLANTS \$1



A BIT OF ENCHANTING MEXICO...in your very own home! Your friends will envy you these 7 DIFFERENT, exotic, healthy CACTUS PLANTS. All plants blooming size... two or more years old. Many from Mexico. All for only \$1 Satisfaction Guaranteed.

CASH ORDERS  
POSTPAID

FREE...  
IF YOU ORDER  
PROMPTLY!  
RESURRECTION PLANT

AUNT PAT  
ROUTE 3, EDINBURG, TEXAS





# SAVINGS SEER!

"I See **GREATER READERSHIP**  
through **SPARKLING OFFSET RESULTS**

## FOR YOU

with  
**REMINGTON RAND  
PLASTIPLATES"**

A sure-fire prophecy... Remington Rand Direct Image and Photographic PLASTIPLATES will give you direct mail pieces that are brilliantly "alive"... sales messages that land with real impact on your prospects... and all at important savings to you!

PLASTIPLATES no-grain plastic surface makes them the nearest thing to stone lithography for direct mail use. On each one of your printed pieces, PLASTIPLATES assure faithful reproduction of every detail, capturing the *whole* of a line image... all the dots in a halftone.

Your printer, too, will appreciate PLASTIPLATES, because they are simple to process, self-cleaning and easily filed for excellent re-runs!

### Make the PLASTIPLATE Press Test... Today!

To convince yourself of PLASTIPLATES' superiority, make a FREE Trial. We will furnish you or your printer with 3 FREE PLASTIPLATES so you can compare results. Just write, or use the coupon.

Folders describing  
PLASTIPLATES and  
PLASTIPHOTER...  
yours for the asking.

## *Remington Rand* INC.

Remington Rand Business Machines and Supplies Division  
Room 2369, 315 Fourth Avenue, New York 10, New York

Please send me ☐ 3 free PLASTIPLATES ☐ Direct Image  
☐ Photographic ☐ Plastiplater folder (DS 62) ☐ Plastiphoter (DS 72)

My duplicator is a \_\_\_\_\_ Model No. \_\_\_\_\_  
I use a \_\_\_\_\_ typewriter with a ☐ Fabric ☐ Carbon Paper Ribbon

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

cactus business. It took Mr. Fitzpatrick 5 years of hard work and a considerable amount of capital before the enterprise began to pay off. Part of this cost was in the development of the basic ads and in the trial of literally hundreds of different approaches in his direct mail follow-ups. By a process of trial and error, the most successful were finally selected as permanent themes.

If you are interested in seeing these tested versions and following the whole process from the time the order for the exploratory offer is received, we suggest you send Mr. C. M. Fitzpatrick, of Edinburg, Texas, a dollar. He will then expose you to the literature, the methods of approach, seven cactus plants, and a FREE resurrection plant. You can probably make use of all of them.

## ONE MAN'S OPINION

*George Kinter's Monthly Letter  
Expressing One Man's Opinion*

I realize, Henry, that you do not approve of media fighting among themselves or of any medium belittling the value of another, but I am a bit at loss to understand why you have had nothing to say about the current—at the time this is written—advertising of the National Broadcasting Company, based on the theme "People sell better than paper." I am also a bit at loss to understand why the advertising press accepts the advertising but I am not at loss to understand why the radio people find it necessary to use paper for their advertising.

Some people do sell better than paper, but it is this man's opinion that it depends entirely upon the kind of people who do the selling and the kind of people they sell.

A well trained and well informed salesman can probably do a better job of selling an intelligent buyer than would a piece of printed paper in a magazine, newspaper or in an envelope sent by mail. I will even admit that a moron, verbally, might do a better job of selling another of equal intelligence than he could by having someone put his sales pitch on paper, because many people in the low bracket of intelligence can't read and many who can find it difficult to comprehend the printed word.

It was probably this reasoning that prompted NBC to use paper to sell advertisers on using the kind of people who are best qualified to sell the kind of people that can't be reached by paper.



# SOLVING MAILING PROBLEMS

by E. W. Husen

Recently I was asked to attend a mailing "bee" conducted by my Legion Post. Several thousand circulars were to be mailed, and the comrades decided to do the job themselves, at the home of one of the members.

When I arrived (a little late) I found a dozen Legionnaires seated around a ping-pong table, stamping and sealing envelopes. The boys with the stamping job had torn apart a number of sheets of stamps. The stamping operation consisted of picking up a stamp off the pile, moistening it on a rubber sponge, placing it in position on the envelope, then hitting it a resounding thump with the closed fist. The sealing operation was performed in a like manner, the "operator" wetting the flap of one envelope at a time, and making it stick with a sledge-hammer blow of the hand.

The remedies were simple. I quickly demonstrated the proper manner of hand-stamping envelopes. The sheet stamps were torn into strips of ten, the unstamped envelopes neatly stacked at the left of the operator, and the stamps placed quickly and accurately, one by one, with the right hand, while the left thumb pressed them into place. The envelopes, with flaps opened, were fanned out twenty or so at a time, the whole stack moistened at once, and the flaps quickly sealed by picking them up with the left hand, transferring them to the right, where they were given a slight squeeze to make the flaps adhere. The rubber sponges were rung out so that they were moist, not soaking wet. This eliminated sticking-together trouble, because the mucilage-and-water mixture didn't get squeezed out at the edges of stamp or envelope flap.

Elementary? Yet something on the order of the mailing methods described above is the rule in many business offices, especially those without a regular mailing department, and in which some office boy or girl is given the mailing job, with no instruction in proper mailing methods. And even larger mailers, in many cases, turn out

their mail in a slow, inefficient, time-consuming manner.

So, let's see if we can offer a few suggestions for speeding up the mailing job.

\* \* \*

Of necessity, many mailing operations are "hand" operations. Either there is no suitable machinery for performing them, or the machines are so costly that the small or average mailer is not justified in purchasing them. The first essential to speed in hand mailing jobs is to lay out the work so that the operator can use *both hands*—and both hands to an approximately equal degree. Chair and table height should be right—which means the worker should be slightly *above* her work. A good working height for the table top is about two inches below the level of her elbows. There should be no excessive reaching for materials; and sufficient material should be placed before the operator so that she is not required to stop frequently to get an additional supply in another part of the room. Extra materials should be within convenient reaching distance—preferably on a raised shelf at the back of the work-table, or, better still, on

steel workshelves mounted on racks and fastened to the table top.

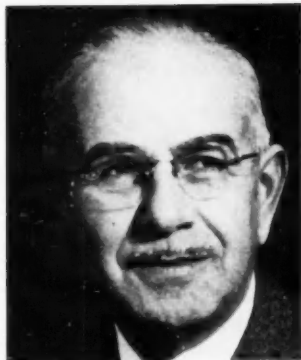
The hand-stamping operation is about like the improved Legion version described above. The strip of stamps may be moistened all at one time, instead of singly; though inexperienced operators seem to have trouble working rapidly enough to keep the moistened stamps from sticking to their fingers. The sheet stamps may be torn into strips, or cut apart on a 12-inch hand paper cutter. The coiled stamps, sold for stamping machines, are sometimes used; but because these are printed on heavier stock, are not so easy to tear apart rapidly.

*Stamping by machine.* Needless to say, any form of machine or automatic stamping is better, faster and more efficient than hand-stamping. The little hand-stamping machines, which accept a roll of 500 coiled stamps, do a fairly good job, but sometimes cause trouble with stamps tearing or not feeding properly, and are rather tiring to the operator on a large-sized job. The solution to all stamping troubles is the postage meter machine. No stamps at all are used. The machine simply imprints the "indicia" on the envelope, which can be altered to suit the denomination used. The machine itself is purchased from the manufacturer; the meter is rented (the rental depending on the amount of postage used each month). The meter must be "set" by the Post Office, according to the amount of postage purchased.

In sealing envelopes by hand, it is important to "flap" them—that is, flaps turned up, and envelopes stacked in this manner. This can be done quickly, with a little practice, by grasping the flap of the envelope between thumb and fingers, and sliding the flaps, one

**REPORTER'S NOTE:** When increased postage rates seemed a certainty, this reporter started planning on a series of articles which would show all of you how to "beat the squeeze" of higher costs. In nearly every business office there is a tremendous waste of time and money in the neglected mailing operation . . . the last minute rush before closing time. Untrained employees. Improper equipment. We asked our old friend Ed Husen to start the ball rolling. Ed is an old-timer in the direct mail production business. Operates E. W. Husen Company, 3400 Woodward Avenue, Detroit 1, Michigan. He formerly edited *The Post*, official publication of the Mail Advertising Service Association. Most recently, he authored five technical manuals on different phases of lettershop work for the MASA (distribution limited to members).

Ed's advice here may seem simple and fundamental, but that is exactly what it is intended to be. You can apply his suggestions to your own problems. We'll have additional similar material during the months ahead.



by one, beneath each other. Then the flaps of a handful of envelopes are turned up and bent slightly backwards so that they will stay up. Twenty or so "flapped" envelopes are then fanned out, so that each flap projects about one-quarter inch beyond the next one. The whole batch is then moistened at one time with a sponge, the envelopes picked up quickly one by one with the left hand, transferred to the right, which folds the flap down. A squeeze of the stack with both hands will then "set" the gummed flaps. Bond envelopes cause a little trouble, since the stickum does not adhere so readily when freshly moistened, but if a few extra seconds are allowed to elapse before sealing, to allow the gum to become tacky, no trouble will be experienced.

One thing more: do not permit operators to throw sealed or stamped envelopes into a rough pile. They only have to be jogged together again. It is just as simple to place each envelope in a neat stack at the operator's right or left. A table divided into compartments makes it easy to stack the envelope against the projecting board.

**Machine Sealing.** A small hand- or electrically-operated envelope sealer will eliminate time-consuming sealing operations. These machines are fairly in-

expensive, and will pay for themselves in a short time. It is important, in operating these machines, to make sure the moistening mechanism is properly adjusted so that just enough water is applied to the flap. Otherwise the envelopes will stick together after sealing.

With the postage meter, the machine will automatically seal the flaps when the envelopes are metered. The machine may also be used for sealing alone, in the case of envelopes with a permit box, for which no stamp is required.

**Collating or gathering** is another hand mailing operation which takes a lot of time. Here again, proper arrangement of the materials will cut down or eliminate lost motion. The sheets should be laid out in proper order for assembly, with the stacks slightly "fanned" to make it easier to pick them up. The operator can usually handle six to eight sheets, sitting at the table; and both hands should have an equal job in picking up the pages. A simple lap-board on which the operator can deposit the assembled groups, is a great convenience. This is a thin board, to one edge of which is attached a narrow strip to keep the

sheets from falling off, and a couple of tapes which the operator can fasten around her wrist.

Operators should always be cautioned to watch what they are doing, to avoid blank sheets, poorly printed sheets, and to make sure each assembly contains the full number of sheets, in proper order.

For more sheets than the operator can conveniently gather while seated, the old-fashioned "walk-around" method is still in extensive use. The piles of sheets are laid out on a large table, and the operator walks around the table, picking off the sheets as she passes by the stacks. Several operators can thus work at one table.

A rubber finger-tip is a necessity—usually placed on the second finger of the right hand.

A number of "gathering racks" or similar devices are available. Their purpose is principally to group the sheets within easy reach of a single operator. They save footwork. Operators must be cautioned to watch for blank sheets. Mechanical gathering machines have also been marketed. Some of them give trouble occasionally because they cannot detect blank or imperfect sheets. Your inspection system

## Try This Prescription in YOUR Duplicating Department



**Rx** for Work Sams  
Aggravated by Acute  
Shortage of Office Help:

USE an Evans GATHERING RACK for collating. One pair of untrained hands speedily collates 3,500 sheets an hour. Worker stands or sits—easily doing the work of two people by old-fashioned methods of collating pile by pile.

THEN see how quickly your mailings are assembled, and how much time and money you save. Work gets out on schedule.

Evans GATHERING RACKS are of all aluminum, and collapse for setting aside when not in use. Each section holds 100 sheets at inclined angle. Use racks singly—or in pairs for larger gatherings.

**Guarantee:** Evans GATHERING RACKS are guaranteed to produce quicker and better results than any other collating aid on the market.

PICTURED: Two 6-section DU Racks \$14.00 each. 7 other Models, \$11.00 to \$24.00.

See Your Dealer Today or write

**EVANS SPECIALTY CO., INC.**  
109 N. Munford St., Richmond, Va.

must be perfect.

*Stapling* the gathered sheets is a simple operation, and is ordinarily performed in small offices on an ordinary hand stapling device. Faster work can be done on a pedal-operated stapling machine; and for real production, an electrically operated wire sticher is faster still.

*Folding* is still done by hand in many offices; but machine folding is many times faster. A small folding machine, operated by motor, is comparatively inexpensive and should be used wherever more than a very small amount of folding is to be done.

Hand-folding single sheets is most rapidly done by folding a number of sheets at once, using a bone or plastic folder; then opening up the folded stack, placing it upside down on the table, and picking the single sheets off the pile with one hand (a rubber finger tip helps), transferring them to the other hand, and giving them a squeeze before they are laid on the pile of folded work. Folding gathered sets of two or more sheets can be done rapidly if the operator first folds the set to its approximate position, then runs thumb and fingers (spread apart) over the two folded edges. This is a little rough on the skin, however, and sometimes causes blisters!

*Machine Folding.* The least expensive type of folding machine is one which folds two parallel folds only—such as are used in folding a letter-size sheet for a number 10 envelope. The sheets may be hand fed (this takes a little practice) or an automatic feed may be attached to the machine, or incorporated in it. Gathered sheets should not be folded by machine *after* stapling, since the staple may damage the rollers, or be pulled out of the sheets. With a little practice, gathered, but unstapled, sheets can be fed into the machine by using a rubber tip on finger or thumb, to pick up the required number of sheets and feed them by hand into the machine. Gathered sheets cannot be handled by an automatic feed. Stapling can then be done after the sheets are folded.

*Inserting* (placing folded sheets or other enclosures in envelopes) can be speeded up by proper arrangement of the work. Envelopes may be "flapped" to speed up inserting, though some experienced operators can do just as speedy a job without flapping. Enclosures should be arranged at the operator's right, in the order in which they are to be picked up and inserted. If enclosures (such as stuffers or circulars) are to go inside the folded letter or

in **5** seconds



...in **15½"**

It collates a set of pages every five seconds under the usual work conditions. . . . In a space 15½ inches square on any desk or table top. And it is portable.

Like the larger floor type Thomas Collators it provides a constant visible check on the accuracy of the work.

The coupon below will bring you specifications and full information on this new Table-Top Thomas Collator.



THOMAS COLLATORS  
30 Church St., New York 7  
Send me Specification Sheet "R" and literature on the new TABLE-TOP Thomas Collator.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_

another

**Thomas Collator**

development

SPECIALISTS IN PAPER GATHERING

## Does Anybody HATE Gravy?

Not when it comes to gravy dollars. The more the merrier.

We think you'll agree. Will agree, too, that it's high time YOU began cashing in—by letting us pull extra profits for you out of your mailing lists.

The arrangement is simple. You register your lists with us—we rent them out to carefully selected mailers who don't compete with you. You're sure because you okay our selections.

We'll handle the addressing any way you like—it usually depends on how much of that gravy you actually want. For full information and details write or call:



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DIVISION of DICKIE RAYMOND

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## FAST AUTOMATIC



## ELECTRIC STAPLING

**Staples instantaneously—automatically—as you insert the papers. Leaves both hands free for work!**

No time lag. No hand or foot controls. Standard staples. Reloads from the front without removing or single part. Portable. Weighs only 12½ pounds. Write for illustrated folder.

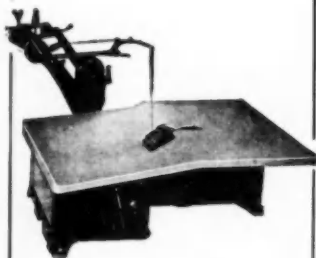
STAPLEX CO. • 68-75 Jay St., Brooklyn 1

Do as thousands are doing . . .

"Staple it the modern

**Staplex**  
way"

**SAVE TIME  
AND MONEY!  
TIE BUNDLES  
AND PACKAGES  
THE EASY WAY  
WITH THE FAMOUS  
SAXMAYER  
NO. 6 TYING  
MACHINE!**



Latest addition to the SAXMAYER line is this highly efficient general purpose machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost.

Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

DEPT. A  
**NATIONAL**  
BUNDLE TYER COMPANY

Blissfield,  
Michigan

other principal piece, this job would be done first; then the complete enclosure picked up and inserted at one time. Sometimes it speeds up the operation if operators work in teams—one assembles or gathers the enclosures, the other does the inserting. Where there are many enclosures, it may require two or three or more operators on the assembly job to keep up with one on the inserting end.

Bear in mind always that work must be arranged so that as far as possible the operator uses both hands equally, that she should not have to reach for anything, and that her work should always be kept in neat, orderly arrangement.

*Sorting Third-Class Mail.* Third-class matter mailed under PL&R 34.66 must be sorted by cities and towns. If the list is not in strict geographical order, the first sorting should be by states. A sorting cabinet consisting of an upright set of 48 "pigeon holes," each opening large enough to accept the largest piece usually mailed, is needed. After the mail is sorted by states, each state must again be sorted into cities, and in each city where there are 10 or more pieces, these must be tied and labeled. A simple form, bearing the legend "ALL FOR (Name of Town)" is tied at the top of the bundle; and only mail for a single state can be included in one mail sack. The sack must also be labeled, "All for (Name of State)" and the label slipped into the label-holder of the sack. Where the number of pieces per town is less than ten, these may be tied together and labeled "Miscellaneous Cities, (Name of State)."

*Tying Mail* is best done on a tying machine, since this will save a great deal of time, tie the mail more neatly and tightly, and avoid blistered fingers. Three good tying machines are the Saxmayer, Bunn, and Felins. For convenience in sacking mail, a mail-sack holder, similar to those used by the Post Office, is a necessity. Commercial Controls, Inc., supplies a good one. It should preferably be mounted on casters, so that it can be moved more easily from place to place.

*Arrangement of Mailing Department.* For efficiency and convenience in handling quantities of mail, a "U" shaped arrangement of tables is best. That is, three long tables are arranged in a "U", with the postage meter machine or sealing machine and the mail sack holder in the center of the "U". If metal racks, like those manufactured by All Purpose Equipment Company,

Rochester, N. Y., are mounted on swivel standards, the completed mail is placed by the operators on the racks, which may then be swung around 180 degrees so that the mail can be removed by the meter or sealing machine operator, and placed in the sacks, with a minimum of handling.

Tables which have dividing partitions and a back board make it easy for each operator to keep her work in order.

*Mailing Costs.* The cost of handling mail can of course be greatly reduced in three ways (as suggested in the foregoing): 1. See that operators are taught to do their work with minimum of lost motion. 2. Arrange work so that each operator can keep busy at her particular job, without having to take time to go for additional supplies, or to carry her finished work to another place. 3. Use machines for stamping, sealing, tying, etc. wherever the volume of mail handled is sufficient to justify the investment.

Many large mailers have found it to their advantage to have all mail handled by an outside lettershop or mailing company. A comparison of costs has in many cases shown that the mailing company's bill is less than the cost of doing the work inside. The lettershop usually has trained personnel, and handles enough mail to justify the use of machinery wherever possible, in place of hand operations. The lettershop is actually a "plant," where emphasis is placed on speed and efficiency; while in the usual private office, the operators are under no compulsion to turn out work at high speed.

In comparing inside and outside costs, it is important to consider more than the actual wages of the operators. Mailing requires adequate supervision, suitable space, expensive machinery, repairs, light, power, insurance, taxes, and other "hidden" items, all of which add to the cost of handling mail. Another factor of cost is the fact that in many private offices, there is not enough mail to keep the staff busy at all times; lost time must therefore be included as part of the mailing cost. It is true that large mailers who operate an efficient mailing department can often do the work at low cost; but it is suggested that careful comparison of this cost be made with the cost of having the work done by a good outside lettershop or mailing company.

*A certain amount of opposition is a great help to a man; kites rise against and not with the wind.*

# "YOU CAN'T BELIEVE WHAT YOU SEE"

by Jack Tillotson

Some people seem to have a happy faculty—especially women—they have the ability to gush at great lengths and endlessly about themselves, their family, friends or business.

I have never been able to see where anything concerning myself or my activities should be especially newsworthy or interesting to other people.

Don't get me wrong, to me our business is highly fascinating, especially when things are running smoothly it is like a game. I probably get the same thrill out of making a mailing and watching the returns come in, as some folks do in placing a bet on the ponies, or entering a football pool, etc. You may, or may not, be surprised to have me refer to business and games of chance in the same sentence. Frankly, I have often admitted to my friends that "I am a gambler." I always quickly qualify this, however, by saying that "I am a conservative gambler." Which is another way of saying I believe in tests and testing. If the preliminary penny ante stakes look encouraging, we then toss in the blue chips.

I have always had a morbid fear of repeating myself and becoming boring. I don't know what percentage of you have heard me before, but two years ago before the DMAA Meeting in Chicago I pretty well outlined the history of our business and the story has been told in *The Reporter of Direct Mail and Circulation Management*, etc.

I see a lot of you who I know are familiar with all of this, but assuming we have a few new faces, I'll briefly outline our experience.

A number of years ago, when we were running a syndicate service, about 1937 I guess it was, we decided to try some direct mail. We rented a thousand (1,000) names. My wife and I addressed these names on post cards at home at night on the kitchen table. We then divided them into four stacks and had four different pieces of copy printed on them and mailed them out. On the strength of the returns, we continued experimenting or making test mailings,

until I had sunk \$438.50. We went through the various phases of going from post card to circulars to letters, etc. but probably the most outstanding part of our whole operation has been the fact that we built up *The WORK-BASKET Magazine* to nearly a million circulation strictly on the basis of direct mail without the benefit of advertising revenue.

Today 90 to 95% of our business still comes from direct mail. It was not until 1945 that we ever ran any publication space soliciting subscriptions. About four years ago we opened *The WORKBASKET* to advertising and a lot of advertisers have discovered, and some of you may have first hand experience with it, that "The WORK-BASKET is about the hottest mail order producer there is." That isn't my statement for it, but that is what we have been told by advertisers in a position to know. "Possibly the only thing that would equal or excel it on some propositions is your other publication, *PROFITABLE HOBBIES*." I'm embarrassed and humiliated to be put into the position of boasting or bragging, but maybe you could see, hear, or feel the quotation marks around these statements.

It's like a favorite story of a friend of ours concerning a mutual acquaintance.

A party had recently come to Kansas

City and was asking this friend for a competent and reliable person to go to to have his eyes examined. "Dr. So and So is the best eye specialist in Kansas City. I don't ask you to take my word for it, just ask him—he'll tell you so himself."

As I inferred sometime ago we are great believers in testing. Tests give you "The Truth" but not "the whole truth and nothing but the truth." In other words, you have to use common sense to evaluate the results of your tests or you can easily dash off down the wrong road and lose your marbles.

I'm presuming that you will be gracious enough to allow me to air my views on one of my pet gripes.

Basically, I see red when I hear or read facts and figures and conclusions drawn on a lot of tests that in my book are nothing more than prejudiced opinions arrived at after a little activity which they like to call testing. For example, we have a little spring fed lake. On a warm day you stick your toe in the water and the surface of it is hot. So far so good, but you plunge into it and below that surface it's "danged cold." To be a test you must have certain factors. You can only test for one variable. Everything else must be identical. You can test your outgoing envelope, your return envelope, order blank, or letter; but everything else except this one item must be the same.

In addition they must be dropped in the mail at the same time. All of the names must be selected on the basis of a truly representative cross section. That is just plain ABC's. It is surprising how often these things are overlooked or ignored.

Some of you may have been led to believe that I know all the answers and that I know all there is to know about direct mail. The longer I work with direct mail, the more positive I become that I know very little about it. I guess I have just been lucky.

There was a time when I had the feeling that if a representative cross



## Jack Tillotson . . .

**REPORTER'S NOTE:** Here is another good talk given at the Milwaukee DMAA Convention. Plenty of ideas in it for everyone . . . whether you are in "mail order" or just plain direct mail work. This is more of a "bull session" than a speech. Jack Tillotson is the guiding hand of *Modern Handcraft*, 2401 Burlington St., North Kansas City 16, Missouri. You should save this article . . . to refer to frequently.



## MORE for YOU

In '52!

If you have a quality, responsive list of Mail Order Buyers or Investors on which you welcome

### EXTRA PROFITS

Send full details, want by yours. Now arranged: best rate, including 20% brokerage (commission), etc.

### Register EXCLUSIVELY

with MAIL ORDER LIST HEAD-QUARTERS for extra nationwide development of revenue without any extra cost to you.

Dept. R-11 b

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Selective  
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Commonwealth 6-3386

MOSELY SENDS THE CHECKS!

### SALES LETTERS

Letters with "instantaneous appeal." Most letters to be read, that inspire and sell. One series 25 years old. Send for circular "R." Please write on letterhead.

*"That Yellow Bott"*

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### MAILING

## Lists

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SUCCESSFUL CAMPAIGNS  
INDUSTRIAL LIST BUREAU  
45 Astor Place, New York 3, N. Y.

### Y-O-U-R SALES LETTERS?

Are you satisfied with YOURS? . . . If you're NOT please write to me immediately. I'd like for YOU to try a few of my Custom-Written Sales Letters, written in the sales-tested phraseology as used for MANY YEARS by firms of all sizes in the merchandising and service lines! . . . These Letters CAN help Y-O-U. Kindly write: JAMES HENDERSON, Sherwood, Ohio (Established in 1930)

section was made on the list from then on it was just a matter of mathematics. Unfortunately, it isn't that simple. We are constantly testing and retesting for any number of variables that might affect our mailings. I don't need to cry in that "Beer That Made Milwaukee Famous" with you about how costs have gone up. They are up and I'm sure they are going to stay that way. There are two courses open to us. One is to reduce our costs and the other is to increase our returns. The possibilities in both directions within limits are limitless. For example, six years ago when we were running 8 pages, it cost us "X" dollars per year to fill a subscription to The Workbasket. Today up to 48 pages our cost is "X" dollars to fill that subscription. Over 48 pages our costs go up, but there we expect advertising revenue to pick up the difference.

We haven't been able to do quite as well on our promotion mailing soliciting subscriptions, but here are some of the things that we have done to hold costs down. We have tried circulars. They seldom produce more than enough to pay for the circulars it that much. If you are using a letter and a circular, and by all means your letter is the first offensive weapon, you might make a test without the circular. It is more economical, and results will be as great by using both sides of the paper. There are also possibilities of using a lighter weight stock and of course gang runs, large quantities, etc. do help hold down costs. Depending on your proposition, you may be able to use a lower grade paper; even a "D" or "E" grade. Buy paper in 10,000 or car lots. If you can't use that much, maybe you can pool your order with someone else.

Most everyone, I believe, has found returns falling off the past few years. Or putting it another way, selling costs have gone up. Formerly good lists have become marginal, and marginal lists have become submarginal and submarginal lists have become just plain stinkers. We have met this in part by trading names. It works both ways. While some of the brokers say they don't like trades, I've never known one to deliberately turn down a double commission.

For sometime now we have been using the inserting and sealing machines and they save us an out of pocket cost in the neighborhood of \$1.00 or better per thousand on our mailings. Incidentally, we are using an attachment on these to print the key number on the return envelope. Or, you could key your order blanks.

But getting back to the matter of testing. As I said, we are constantly

testing for variations and constantly trying to improve our results.

However, through a series of these tests I can find individual tests that if taken by themselves could prove most anything; or that black is white.

In making a test we usually try to take names from a list with which we have had considerable experience and we know runs fairly uniform. We then separate the envelopes or labels in separate piles in rotation—to attempt to get a cross section. I know that there are folks who figure that from a list of a given size they can take a certain quantity and have a mathematical formula for figuring out the variables. I'll have to confess that I have never considered myself smart enough to do that. It may work for some of you but I don't believe it would work for me, and the reason I say this is that even where we sort the names out in rotation, we can make a mailing and get a certain result. We can follow it up with another mailing under identical conditions, and what was the best combination on the first mailing will not always be the best on following tests.

Frequently, when we are mailing from a large list where the names are merely chronological, we will mail in several lots. Often two lots, keyed separately, but mailed the same day. You might expect identical return, but such results are almost a rarity. There may be as much as 20 to 30% difference.

For example, for sometime on our renewal solicitation we have used a letter of half page or page, and a deep flap remittance envelope sent out in a window envelope. Since we were using this same combination on all follow ups which we start—60 to 90 days before expiration, another mailing 30 days before, one the month of expiration—30 days after—and 60 to 75 days after, we thought a change of pace would be desirable. On the return envelope we Elliott-addressed their name and address with the subscriber's code number. Accordingly, we got a quantity of pink, an equal quantity of yellow and blue return envelopes. By hand, we then assembled these envelopes; white, pink, blue and yellow, etc. We used these on our expires coming up in April, May, July and August. In April and May we mailed the second letter in the series, and of course every fourth name received the same color. In July and August we mailed the first letter with this same colored envelope combination. No person within the four mailings got more than one of the tests.

All of you have undoubtedly read or heard that warm colors like red, pink and cherry excited action. Sure enough

in April the pink envelope came out on top. Taking these returns as pink 100, white was 95.9, blue 95.4, and yellow 89.7. That was fine and had we limited our testing to the first one we would have sworn by pink, but next month lo and behold, blue led the pack. With blue as 100, pink and yellow were tied at 95.3, and white was low at 90.2.

In this first test there were almost 10,000 of each and in the second test there were over 7,500 of each. Every fourth name got an identical color, and the letters for these two months were identical. Incidentally, April is considered a better month than May, but our overall May returns on this test mailing were 66.3 over April.

In July there were over 20,000 of each color, and guess what.

White envelope led. Remember, a bit ago I explained that April and May got the same letter, while July and August got another letter. With white as 100, blue was 99.74—pink was likewise breathing down their neck at 99.06. Yellow—97.5. In August this test was repeated again with 13,644 names each to be exact. Blue this time was ahead. With blue 100, white

was 97.4, yellow 94.4, and pink came puffing along at 94.

By adding the total pieces mailed over the four months on the different envelopes we came up with a grand total of 51,177 pieces for each color, and blue was the winner. Where we have made a series of identical tests, we always add up the total mailed, and total results to get the general overall average.

Figuring the overall returns on blue 100, pink was 96.73, white 96.37, and yellow 94.4.

APRIL	Pink 100	White 95.9	Blue 95.4	Yellow 89.7
MAY	Blue 100	Yellow 95.3	Pink 95.3	White 90.2
JULY	White 100	Blue 99.74	Pink 99.06	Yellow 97.5
AUGUST	Blue 100	White 97.4	Yellow 94.4	Pink 94.0

They say that when a woman says "yes," she means maybe, and when she says "maybe," she means "no" or words to that effect. And, the same thing is true with a lot of tests. If by persistent testing and retesting we get approximately the same answer a number of times, we come to the conclusion that perhaps or possibly or maybe that is the best deal.

For promotion mailings on our outgoing penny-saver envelope, with slight variations, we have been using the same

thing for a number of years. While we have made tests, nothing encouraged us to make any important changes. For nearly a year I had a rough idea in the back of my head, but I was like the little boy who was asked to tell what a vacuum was—he said he couldn't exactly tell, but he had it in his head—I had an idea of making a radical departure on an envelope. An envelope is just a "necessary evil" to carry your message to your prospect and you want to get them inside of the envelope to

read what you have to say. So, Mrs. Tillotson came up with an envelope idea that we thought would entice or beguile them a bit further than the outside. Passing this idea on to a commercial artist, here's what we finally came up with. A four color offset envelope with a basket of flowers using both sides of the envelope. If you can see this from where you are sitting, you'll note that this is an upside down envelope with a narrow flap with "A SURPRISE GIFT FOR." Above this

**For the man at the jogger button...profit**

This craftsman is "in the driver's seat" of his Harris press. From this position he can start, stop, jog and control the drive motor, side and front guides; observe feeder and fountain. He can make the press respond to his requirements for quality and speed; his work is better, his job easier, his production greater.

From that kind of engineering, a craftsman stands to profit. So does his boss, the plant owner. So does his boss, the customer. Up and down the line there are benefits for everyone concerned. That's what we mean when we say, "fine graphic arts equipment for everybody's profit."

**HARRIS-SEYBOLD COMPANY** CLEVELAND 5, OHIO

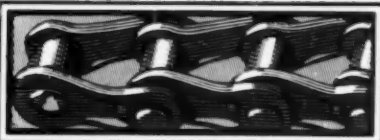
*Fine graphic arts equipment for everybody's profit*





SKETCHES, DUMMIES AND DRAWINGS direct to your desk by mail from my studio at home. Complete personal service at moderate cost. Write for free booklet showing direct mail pieces I have designed.

**RAYMOND LUFKIN** 116 WEST CLINTON AVE.  
TENAFLY, NEW JERSEY



we have an imitation of a tag or a label in which the envelope carries the address. A double reason for having this is the fact that a good many of the names we get are on labels and we wish to carry out the general theme or idea of a gift. In our first test we ran half of the envelopes with the additional slogan "AUNT ELLEN HAS" and the balance without. Again we had been using the same letter for some time. But from various tests we hadn't been able to come up with anything better. Accordingly, I wrote a completely new letter that really was a wow. At least in reading it over it seemed to me as though it was just the thing we needed. We took a large lot of names which we had been mailing from, and decided to divide them first into six lots, and in turn took half of each lot to make our test. With the letter we have been using we sent 5,000 of them the flower envelope with AUNT ELLEN on it and 5,000 without the AUNT ELLEN and 5,000 in our old envelope we had been using.

I wrote a new leading sentence and changed the postscript in this old letter and mailed it with the same envelope combinations. Likewise, the new letter which I knew was to be so good was mailed in the three different envelopes. I might as well admit right now that this new letter was such a complete flop that we eliminated it from further consideration. I rewrote it to use later in a retest.

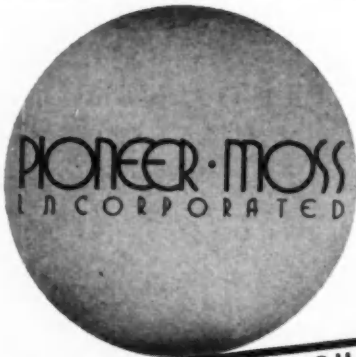
Here again is a case of where the variations were so great that I could prove most anything I wanted to prove. The first ten days or two weeks the old envelope and the letter with the changed lead and postscript was away out ahead. By now, after about 60 days, however, things have leveled off and the best combination seems to be the new lead and postscript letter and the Aunt Ellen flower envelope. The old letter and the old envelope was below what other mailings with the same material to this list had been doing but it was considerably under most of our other combinations.

The letter with the changed lead and postscript in the new Aunt Ellen flower envelope was just slightly ahead. The old letter in the new AUNT ELLEN envelope, however, was only .07" behind. Certainly not conclusive. In three of the four tests the flower envelope with the AUNT ELLEN on it came out ahead of the envelope where the AUNT ELLEN was omitted. The overall lead of this envelope was 15.3" over the straight flower envelope and it was almost 43" ahead of the old envelope. There were variations in these results but these are the overall averages. The overall average on the letter where we had changed the lead and the postscript was 17.5" ahead of the old letter. However, in two out of three of the tests the old letter was ahead. And one did less than half of the best performer. In other words we had a

nice assortment of hash. With the poor letter previously referred to, the straight flower envelope without the Aunt Ellen was in the lead. I'm sure if you have been trying to follow these facts and figures I now have you thoroughly baffled and confused. If so, my talk so far is a complete success because that's the thing I'm trying to point out to you. After you have made a series of tests you are likely to be slightly befuddled. It's like at one of the DMAA luncheons a number of years ago. A fellow came in late and sat on the right of the friend on my right. Introductions were made, and the late arrival talked loud and much about a lot of unrelated subjects. I leaned over to my friend and whispered to him "Is this fellow like this all the time or just today?" My friend pondered the question a moment. Then whispered, "Both."

By adding up the total quantities mailed it looked as though the new envelope with the Aunt Ellen on it and the revision of the old letter looked the most promising. Accordingly, since we were completely out of envelopes we ordered an additional quantity of these and immediately retested with the envelopes and names held back in reserve from the first mailing for retesting.

On the retest the Flower envelope with Aunt Ellen on it was again ahead, 27.2" over the straight flower envelope. And 27.8" over the old style envelope we had been using. In this test the



PHOTOENGRAVERS SINCE 1872

460 W. 34th ST., N. Y. C.  
LONGACRE 4-2640

flower envelope without the Aunt Ellen was only .06¢ better than the old envelope.

On the letters on the retest the one with the changed lead and postscript came out 10¢ ahead of the one we had been using regularly.

Having kept some of you awake so far, I'm sure that the rest of you are thoroughly mystified by this time. You'll have to continue testing and re-testing, and then do like the old man who had built a highly successful business. He had never had many educational opportunities. But he sent his two boys to college to get an engineering degree. When they came into the business, he was a little bit overawed and somewhat skeptical over their use of the slide rule. To a friend he explained it this way. They take that slide rule and do a lot of sliding it back and forth, write a few figures on a scratch pad. Then they lean back and look at the ceiling for awhile and make a damn good guess.

You are still going to have to make some guesses on your direct mail. You are not going to be right 100% of the time. However, if you can be right more times than you are wrong, especially if you can be right on the big mailings and wrong on the little ones, you may be able to stay in business.

## MUCH ADO ABOUT A COMMA

This letter from Charlie Shaw, 1033 Cleveland Ave., Beloit, Wisconsin will tell you about it.

I have a big gripe, Henry, about what you might consider a very small matter—a little comma. But this comma is so unnecessary, and hangs in the air with so little reason, that it bothers me a lot. I wish I could make it bother other people.

The pesky thing is the comma that about ninety percent of business letters have after the complimentary close.

I wish somebody would give me one good reason for it. The two arguments I have seen are impossible—ridiculous. One is that the comma is needed for consistency with the colon after the salutation. Now, that isn't intelligent at all. To talk about consistency, we would have to ask for a comma after the salutation and a comma after the complimentary close, or the punctuation after either. However, it is silly to talk about consistency when the two elements are separated by the body of the letter.

To continue with consistency, the complimentary close was originally part of a final sentence that included the signature. A comma after the close, then, would demand close punctuation after other parts of the signature. Some experts say that the com-

plimentary close is not a part of the signature. Well, then it would stand alone, like the date line, and would need a period for close punctuation, and no punctuation mark for open punctuation.

I am in favor of omitting both salutation and complimentary close, but how do we expect to get anywhere when we can't even get more than one or two percent of the letter writers to drop that silly comma after the close?

Can you help me campaign against this comma? It just doesn't make sense . . . doesn't look good either.

Thanks for listening.

(signed) Charlie Shaw

Reporter's Note. The colons, commas, salutations and complimentary closes can go into the scrap heap for all we care. Right now we are more interested in seeing improvements in the soul of the letter . . . what is written. But you have a good point.

Mrs. Bunk was going to visit her husband's relatives on H Street.

She forgot the number so she wired him from the depot. "Where shall I go?"

He wired back: "77341."

Mrs. Bunk read it upside down, and now she is suing for a divorce.

"Anon"



This 144-page, pocket-size Handbook — practically an encyclopedia of envelope usage — is full of just such profit opportunities as the one mentioned above.

When a large department store traced the serious loss of small coins from cashiers' envelopes to a failure to seal the envelopes securely, they found the reason: the girls were skimping on moisture to save their lipstick! The store's envelope supplier suggested open-end Self-Seal® envelopes, which require no licking . . . the lipstick stayed on and the cash stayed in!

It pays to use the **RIGHT** envelope. And the new U.S.E. "Handbook of Envelope Products and Purposes" makes it easy for you to find just the right envelope for every job.

Available now, through your printer, or paper or envelope merchant. Ask him to secure a copy for you.

EAG



**UNITED STATES ENVELOPE CO.**

14 Divisions from Coast to Coast  
SPRINGFIELD 2, MASSACHUSETTS

# AN AGENCY MAN LOOKS AT DIRECT MAIL

by Jerome B. Gray

Beware of specific ideas supposed to make direct mail advertising more effective. Beware of them—not in the sense of avoiding them, but in the sense of not appraising them thoughtfully and thoroughly before adopting them. A six-page letter and a green reply card mailed in a pink envelope with purple postage stamps at high noon on Wednesday may make a fortune for Advertiser A, but a similar mailing might cause Advertiser B to lose his shirt.

There seems to be a trend towards the implication that all forms of advertising are rapidly approaching a science. This is so much humbug, and those who attempt to create advertising with slide-rule methods are headed for trouble.

Experience is a great teacher. Surveys and research have uncovered interesting and significant findings. But as long as one person tries to sell something to another person, either in person or by advertising in any conceivable form, advertising can only be a business and an art.

I am the last one who would either disparage or discount the value of tested ideas and methods in the field of direct mail advertising. On the other hand, I contend that only by pioneering and experimenting and creating new ideas and methods can direct mail advertising hope to grow.

The most fragile new idea can often work wonders.

For example, we were working on a program to promote and sell a pharmaceutical to registered nurses, for their own use. Previous advertising had always pictured a nurse on duty, in her crisp, white uniform and cap. We reasoned that she must be sick and tired of invariably seeing herself on duty; so we recommended that she be pictured off duty, in evening gowns, dinner dresses, well-tailored suits. We called in a crackerjack fashion artist, and gave her carte blanche. The resultant series of advertisements and mailing pieces increased returns over

any previous series by more than 400 percent . . . and our client even received letters from nurses, saying in effect: "Thanks. At last we've found an advertiser who can think of us as women who have more on their minds than bed pans."

I don't want to create any idea here today that every time we put our hands to direct mail advertising, spectacular results are inevitable. Don't look now, but we've hatched some of the finest turkeys, and laid some of the squarest eggs imaginable.

Many years ago, in a small community out West, a barber was driving himself in a horse and buggy from one prairie town to another. Somewhere between the two towns, he gave a stranger a lift. The barber's body was found the next day, chloroformed and robbed.

The stranger, smelling to high heaven of chloroform, was picked up later, tried, and sentenced to life imprisonment. In prison, he began to write . . . and what he wrote was sales letters. He wrote so well that he attracted outside help, and, in time, literally wrote himself into parole and out of prison. Free, he began a crusade against trial by jury, contending that he had been

the victim of circumstantial evidence.

This man was one of my first bosses. He hired me to help him write direct mail advertising, and he used to tell me, again and again: "To write sales letters that pull, boy, put yourself in the envelope and seal the flap."

This seemed like a great idea to me then. Today, I regard it as something that should have stayed in prison—for life. Why? Because there are many writers and would-be writers whose personalities ought never to be seen in public. Impertinent, dull, humorless, offensive, obvious, these characters write letters that repel rather than attract.

If sales letters are strengthened by being natural and conversational, they are invariably weakened by not being businesslike. The fact that so many of them are cute, coy, precious, and lyrical simply confirms the fact that the advice of capable teachers can backfire beautifully if followed too literally by incapable students.

Make no mistake about this: Good sales letters—effective sales letters—are written by expert, discriminating writers, and out of broad experience. Unless a writer has what it takes to put himself in the envelope and seal the flap, make him stay out of it.

The stature of direct mail advertising has increased tremendously over the last quarter-century. Today, its value is recognized by advertising agencies and advertisers alike, and it is virtually a billion-dollar business, with a volume which is, I understand, 14 percent greater this year than last.

Ironically enough, though, while its stature has increased among those who create it and use it to sell goods, services, and ideas, to buttress personal salesmen, and to influence and educate groups and individuals, its stature



Jerome B. Gray . . .

**REPORTER'S NOTE:** Jerry Gray is senior partner of Gray & Rogers, 12 South 12th St., Philadelphia 7, Pa. He was the featured speaker at the November 14th meeting of the Philadelphia Direct Mail Club. The entire talk was good . . . but we are giving you here the highlights of three sections of it. Ideas which should make all of you think.

seems to have deteriorated among those who receive it . . . and its quality has not improved as greatly as it should.

It's a paradox. It sells the very people who are not sold on it.

When Senator Lester Hunt of Wyoming, debating for increased postal rates called direct mail advertising "the gyp mail, the come-on mail, the cheap advertising mail that we all throw into the wastebasket," the advertising fraternity, backed by the advertising press, climbed all over him.

I wonder how many of us were made thoughtful by the Senator's explosion . . . and how many of us were alarmed that such a remark *could* be made, in the face of so much evidence and so many witnesses to refute it? If there is public resentment against direct mail advertising—and there seems to be—can it be erased by damning those who voice it?

It cannot. If it could, anyone with a product or a service to sell could make a fortune by damning those who refuse to buy it.

Individually, many of us conceive and plan direct mail programs that are little short of fantastic in their results. Collectively, we do a perfectly *stinking* job for direct mail advertising itself.

We rant and rave against public resentment of our medium, and rush into print to defend ourselves. And what does this accomplish? It simply keeps the subject alive while not lessening the resentment.

It seems to me that it is high time for the direct mail business to remember that concerted criticism is very often based upon the decay of the thing criticized. So let's face the fact that the creators, producers, and users of direct mail advertising have carefully cultivated and nurtured whatever public resentment there is. We're guilty, collectively, of tolerating the bad while applauding the good . . . and we know very well that for every direct mail piece or program that wins an award, there are 50 that should be given booby prizes.

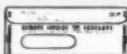
As I grew older in the business of advertising and watched advertising agencies take on the creation of direct mail advertising for their clients, I was realistic enough to know that the volume of direct mail advertising would increase, and naive enough to believe that its over-all quality and integrity would improve.

I'm willing to concede, now, that advertising agencies have not contributed as much to the quality of direct mail advertising as their creative abilities and capabilities should enable them to . . .

*Curtis*

**ENVELABELS**

*Now...this*



**ENVELABEL**

instead of these



**ENVELOPE AND 3¢ STAMP**



**PACKAGE LABEL**



**ADDRESSING THE LABEL**

**SPEED UP HANDLING**  
OF PARCEL POST AND EXPRESS SHIPMENTS

Just enclose invoice in ENVELABEL and seal flap . . . then stick ENVELABEL to carton.

**SAVE \$30 PER M on POSTAGE**

Invoice goes postage free.  
No postage required on ENVELABEL.

**SAVE TIME**

No need to address either ENVELABEL or parcel. Name and address on invoice show through window and serve as address for both.

*Send for Samples*

**CURTIS 1000 INC.**

380 Capital Ave. 1010 University Ave. Plants at 2630 Payne Ave. 355 Marietta St., N.W. 3206 Polk Ave.  
HARTFORD, CONN. ST. PAUL, MINN. CLEVELAND, OHIO ATLANTA, GA. HOUSTON, TEX.

**DURING THE LAST MONTH . . .**  
many people have sent us their nomination for the "worst letter of the year." All sent the same letter, but here's unanimous. We can't spare the room to reprint the entire letter, but here's the first paragraph: "I am glad to announce that my office has an offer which it is proud of informing you about. There is no one in a position to give this same offer, knowing it would help you in your present attempts to describe a mailing list of 1,500,000 names of people who have purchased merchandise through national advertising or direct mail. Most of our respondents wound up their comments with: . . . 'What in hell is he talking about?'"

**Well, I'm just  
about all  
"broke-up"**

over this Short  
Note which appeared in  
the October Reporter.

**Dear Henry:**

That letter, which a number of your good readers slammed, may not have been good, but it sure did produce. It sold 500,000 names to a big New York publisher and to four heads-up mail order sellers. One of them is one of the biggest, oldest, most respected merchandise MD outfits in the country. Now I'm going to agree that had the letter been clearer, I might have sold all the names. So I'd like to take this opportunity to explain the deal again. These names I have (only 1,000,000 left) are names of women who have bought fashion merchandise via direct mail and magazine advertising. It's a good list. Has proven productive on several different offers. The names are embossed on speedmail plates, set up geographically.

The names on plates are for sale at \$12.50 per thousand. (Until sold, may be rented at same price.) If any of the hecklers or anyone else who sells by mail, wants to know what I'm talking about, they can send in their order for all or any part of the 1,000,000 names left. Or they can write for more information. Orders acceptable through any qualified list broker.

But they'd better act fast . . . lest my "worst letter of the year" pulls some more big orders.

**DAVID GROSS ASSOCIATES**

818 Howard Avenue

Longacre 4-2340

Brooklyn 12, New York

THE REPORTER OF DIRECT MAIL ADVERTISING

## SHOCKING . . .

is the only word to describe the mailings from the Gold Star Wives Service Foundation, 63 East Adams Street, Chicago 3, Illinois. No wonder the established and worthy charitable organizations are having trouble with their mailed solicitations. Public is being irritated by the arrogant, tasteless appeals of people who are attempting to make "charity" a business. The Gold Star case beats all records.

A heavy #10 window envelope with 3¢ permit postage (bulk rate). Enclosures consist of: (1) A letter from Madeline Clausen (President of Foundation). (2) An imitation-leather pocket wallet with an honorary "God Parent" card behind a glassine covered enclosure. (3) A Thank You certificate. (4) A card bearing obviously posed picture of "children who need your help." (5) A card containing a good luck new penny. (6) A die-cut coin card for convenient remittances. (7) A coded numbered #63; return envelope with a tipped on 3¢ stamp. (8) A #10 return envelope for anyone who is heartless enough not to pay the \$1.25 "and any additional contribution" demanded for the wallet. Eight pieces in the one envelope.

Representatives of the Better Business Bureau have not been able to discover from Mrs. Clausen what percentage of the "take" actually is put to charitable purposes; nor have they been told who gets the charity and how.

The whole effort is obviously a scheme to sell pocket wallets under the name of charity. It should be stopped quickly.

"The Gold Star Wives Foundation" formerly mailed the now discredited punchboard appeal, where the "charity" received \$1 for each \$24.95 returned board on the first 85/100th of 1% . . . and \$5 each on all thereafter. The Federal Trade Commission issued several cease and desist orders on that racket.

From what we can find out . . . the wallet mailing project is being handled by a Chicago commercial organization which has long been connected with the unorthodox unordered merchandise game.

We hope all REPORTER readers who receive these wallet mailings will file protests with local Better Business Bureaus or with the Federal Trade Commission. Also . . . advise your friends that they have no legal responsibility either to return the wallet or pay for it. In the meantime, responsible charitable organizations should get together and demand that Illinois law

enforcement officials undertake a thorough and hard boiled investigation. What is the purpose of this "charity"? How much does the promotion cost? Is this simply a shoddy merchandising scheme?

Direct Mail, as a medium, needs protection from these rackets. The public will become skeptical of all mail appeals if many more shocking mailings like the Gold Star case get dumped into the mails.

P.S. Some of the women listed on the letterhead as officers or members of the Board of Directors better re-examine the use of their names. They may be shocked, too.

## THE PERSONAL TOUCH

G. Lynn Sumner of Abbott Kimball Company, Inc. sent me a typewritten (automatic) letter he received from the Roosevelt Hotel, Madison Avenue & 45th Street, New York 17, N. Y. Lynn thinks it is one of the best letters of its kind he has ever seen . . . and he is

a severe critic of advertising.

The letter could possibly be improved by eliminating a few we's . . . but it is essentially a top-notch job because it packs in so many familiar (to the reader) personalities into a brief message. See page 29 of October REPORTER. This Roosevelt letter is a good specimen to illustrate Formula 2. Build up a favorable feeling by appealing to emotions.

Mr. G. Lynn Sumner

11 East 73rd Street

New York 21, N. Y.

Dear Mr. Sumner:

As a friendly neighbor of The Ritz-Carlton, we (just the same as you) are grieved by its passing. Yet there are many traditions this famous hotel set which we are anxious to perpetuate.

In this spirit we have taken over some of the Ritz' culinary personnel and you may now find on our menus many of the dishes for which The Ritz-Carlton was famous.

As we hope that you will transfer to us some of the good will that you have had for The Ritz-Carlton, I am taking the liberty of advising *factor*, of The Roosevelt Grill, *Mar.*, of our quickly distinguished Colonial Room, and *Iran* of the colorful Rough Rider Room, of this letter. This will make it a special point to have you feel at home here at The Roosevelt. If we can be of help to you in your banquet needs, Mr. Paul F. Charlatan, our Director of Sales, will be most happy to

## TO THE BUYER of LETTERHEADS

If you will mail us a copy of your present letterhead, we will send you:

1. A firm quotation on your next supply of letterheads.
2. A portfolio of samples from our "Library of Famous Letterheads."
3. "Before-and-After" examples of modern letterhead design.

*There is no charge for this material and no obligation.*

## PEERLESS LITHOGRAPHING COMPANY

4305 Diversey Ave.,

Dept. 411

Chicago 39, Ill.

1,000,000 PIECES PER WEEK . . . that's our present addressing and mailing capacity. Because of our unique location, mass mailers can buy our exceptionally fast and flexible service at very low cost. Currently processing for mailers as far from Knoxville as San Francisco at substantial savings. Since the George R. Bryant Co. Inc. has acquired exclusive ownership of all our mail order lists, our 8 year old business is now devoted entirely to the addressing and mailing end of direct mail. So contact Bryant Offices in either New York, Chicago or Los Angeles for the lists. Write us for addressing and mailing quotations.

### 'Dan' Shone • ALLIED AGENCIES

1202 Bernard Street KNOXVILLE, TENN. Phone 4-3116



assist you.

Just in case you do not have a Hilton Hotels Credit Card, I am taking the liberty of enclosing an application together with a self-addressed envelope. You may rest assured that your credit application will be promptly processed.

May I also express the hope that I shall soon have the pleasure of renewing our acquaintance which dates back to my association with The Waldorf Astoria and The Plaza?

With all good wishes, I am,

Very sincerely yours,  
(signed) Frank G. Wangeman

## EXAMINATION

Fish around for your trusty pencil, speed up your mental convolutions and prepare to think. For I'm passing along to you a questionnaire which, it is said, applicants for positions on the mounted police force in a certain eastern State are obliged to tackle. Hold tight.

1. With your pencil make a dot over any of these letters—F G H, and a comma after the longest of these words—boy mother girl. Then, if Christmas comes in March, make a cross right here, but if not, pass along to the next question and tell where the sun rises.

2. If you believe that Edison discovered America, cross out what you have just written, but if it was someone else, put in a number to complete this sentence: "A horse has feet."

3. Write "Yes," no matter whether China is in Africa or not, and then give a wrong answer to this question: "How many days are there in the week?"

4. Write any letter except G just after this comma, and write "No" if 2 times 5 are ten.

5. Be sure to make three crosses between, one before, and two after these two names of boys: Joe Henry.

6. Notice these two numbers: 4, 5. If iron is heavier than water, write the larger number here—but if not, write the smallest number here.

7. Give the correct answer to this question: "Does water run up hill?" And if it does, or does not, repeat the answer here.

8. Show by a cross if the nights are longer in summer, or shorter in winter.

9. Do nothing here (X is ) unless you skipped the preceding question, but write the first letter of your first name and the first and last letters of your last name at the end of this line.

Finished? If you are still conscious, I salute you.

**REPORTER'S NOTE:** Couldn't resist "lifting" the item above from "Trailer Talk", h.m. of Warner Fruehauf Trailer Co., Inc., Bush and Hamburg Sts., Baltimore 30, Md. "Trailer Talk", as you may know, is one of the monthly industrial journals (direct mail) edited by our old friend, Jerry P. Fleishman. The Reporter prides itself on ability (or luck) of picking up bizarre and unusual examples of writing... but we bow low to Uncle Jerry. If we could afford it, Jerry, Tom Dreier, Joe Kestlinger and Bert Barnes would be added to The Reporter staff in charge of editing a "What's This Department." But it would cost a million.

## Dig Out Your Carbons

by L. G. Holland

**REPORTER'S NOTE:** Other articles by Leonard Holland have appeared in The Reporter. This should be a MUST for those of you who deal with routine correspondence. Leonard G. Holland is a correspondence counselor with offices at 565 Fifth Ave., New York 17, N. Y. He is always sound in his advice.

Do you ever read carbon copies of your letters in a keenly analytical mood? It's a swell habit, frequently chock-full of revelations. Many of us just rattle off dictation subconsciously without deliberate intent and effort to express ourselves in the best possible way. "How did I ever come to say that?" is a not unusual comment in retrospect.

The other day a friend asked me to look over some of his carbons and offer suggestions. He happens to be a sales executive who has voiced, on more than one occasion, the value of telling the customer how "YOU" benefit. This well known "YOU" attitude is exemplified in sales letters that he prepares carefully for quantity processing and mailing. Yet he fails to exert the same painstaking thoroughness when dictating individual letters. At least, he does not remain alert right to the end—which is just where most letter writers relax their vigilance, winding up hastily with the first haphazard thought that pops into their heads.

Getting back to my friend, the "YOU" attitude is A.W.O.L. from his last paragraph all too frequently, as the following examples show:

"We feel sure you will find this book more interesting than ever and look forward to the pleasure of taking care of your needs."

"We appreciate your patronage in the past and look forward to further opportunities of serving you."

"We previously enjoyed a very nice business with your firm and hope that we may continue to serve you regularly and often hereafter."

The writer of these paragraphs has stressed his own selfish interests. You may almost visualize him, as he dictated the first of these examples, as a miser rubbing his hands together gleefully in anticipation of "the pleasure of taking care of your needs" or of "further opportunities of serving you". No customer need be told that, or that my friend hopes to "continue to serve you regularly and often hereafter".

This criticism was imparted to my friend whose reaction was: "Well, what

would you write?" I responded that in some cases I would omit the "closer" altogether. Often it is used solely as a result of a habit that originated by observing the letters of others, without considering the merits of those letters. A study of many letters indicates that the "closer" is frequently an unnecessary appendage which could be amputated without harmful effect.

"But," persisted my amigo, "suppose a 'closer' is required? How, for example, would you change my paragraphs to include the 'YOU' attitude?" So I put myself out on a limb and dashed off these suggestions:

"We hope that this book will prove mighty useful to you."

"You can depend on quick action on your orders for articles shown in this book."

"Orders for merchandise shown in this book will be taken care of promptly and accurately."

"If you have any questions concerning this book please let us know. We want to help you use it to your best advantage."

"Your business is certainly appreciated. You can depend on us to do our best to merit its continuance."

"Thanks for your business. Whenever you have orders or inquiries that require special attention, will you kindly direct them to me personally?"

Comparison of these with the originals demonstrates how the customer's interest can be made the predominating theme. Which only proves that concentration in correspondence gets results. The golfer who concentrates on his shots off the tee and on the fairway penalizes himself if he gets careless with his putter when he reaches the green. Golf "pros" pay as strict attention to the final putting as to all other strokes. The result is usually perfection. The same method in letter writing produces a similar result.

## HOW NOT TO WRITE A LETTER

Following note reached us from C. A. Mathes, manager of Landscape Department, The Park Nurseries, 20-24 West Fifth Street, St. Paul 2, Minnesota:

Enclosed letter came to us several days after receiving October issue of The Reporter,



Coming from a sales manager, it struck us as an example of what not to do except to send to you. That fellow needs The Reporter.

The enclosed letter is a lulu. Will print it without revealing name. It was individually typed and signed by sales manager.

Gentlemen:

We are one of the largest processors of Western Red and Northern White Cedar poles, posts, ties, fencing, pulpwood and lumber in the United States and we are desirous of expanding our Fencing Division throughout the United States and through dealers and distributors.

Our company is a forty-eight year old institution with general offices located in Milwaukee, Wisconsin.

We manufacture a complete line of arbors, trellises, children's play cabins, picket fencing, stockade fencing, rail fencing, ranch style fencing, and flower bed & corner fencing in various heights with gates to match. We have a complete Advertising and Sales & Installation program.

We manufacture a quality line of fencing and you will find our prices are very competitive. We do not anticipate any problems in filling our dealers' and distributors' fencing requirements as we own considerable cedar lands from which we obtain raw material for our products. Our raw material and products were not rationed during World Wars One and Two.

Our franchise is exclusive. Our products have sales appeal—requires no servicing and carries a very substantial mark-up.

If you are capable of organizing or now have a retail sales organization, we would welcome an opportunity to present our Sales Program to you, without obligation.

Write or write for the facts.

Yours very truly,

Company name

Signed by Sales Manager

Read it again and underline the selfish phrases. Eighteen in a twenty-one line (typewritten) letter. Nine we's. Nine our's. Only two you's. The fellow who wrote that letter is suffering from we-we-itis in a bad way. His company is the largest; he is the big shot!!!

To cap the climax, the poor worm receiving the letter is told: "If you are capable of organizing, etc." That is, if you are important enough, we'll talk to you. We-we-itis can be easily cured . . . by making the recipient of each letter the hero.

## NUTS!

The following copy was processed on a postal card and presumably mailed to firms which send any direct mail material to Gilbert S. Jones, proprietor of The State Register, Laurel, Delaware:

### PLEASE NOTE

We need relief from the time and labor of examining so much unwanted mail matter.

## What About 1952? . . .

. . . for the hustlers, OK; the waiters will probably wait. ¶ Strange, if among our 47 different lists of men, women and juvenile cash mail order buyers, you couldn't find a few to assist you in adding customers in volume. ¶ New catalog on request.

BOOKBUYERS LISTS, INC., 363 BROADWAY, NEW YORK 13, N.Y. - WORTH 4-5871

Please remove our name from your mailing list. We have a record of your firm and if we need to contact you we will do so.

THE STATE REGISTER

Laurel, Delaware

It so happens that Mr. Jones also operates a job printing plant in addition to his newspaper publishing. Why try to smear direct mail by these childish cards? Why shouldn't the subscribers to his paper complain about the "unwanted advertisements" cluttering up the editorial pages?

We have a much more serious case on tap . . . but are doing some preliminary investigating before reporting. It could be possible that someone is starting a crusade to discourage the use of direct mail. Brother, you have a hopeless cause!

## REPORT ON A SIMPLE CAMPAIGN

Alan Brentano, the busy director of sales of Keller-Crescent Company, 20-26 Riverside, Evansville 8, Indiana, finds some spare time to do a lot of civic and social service work. He recently sent us an interesting case history report on a job done for the Evansville Association for the Blind (1950).

The well-written letter deserves to be reprinted . . . to spark ideas for many of you direct mail people who also work on local charitable efforts.

Do you have the NERVE

to face a BRUTAL

question?

Have you ever wondered how it feels to be blind?

If you've got the NERVE to really see, try this experiment—

Today when you sit down to eat, close your eyes. Don't open them until you're ready to shove back your chair and loosen your belt.

Or—

Tonight when you start to go to bed, close your eyes. Don't open them until you're undressed yourself and found your way between the sheets.

Then if you're shocked by what you've experienced, remember this—

The sighted of today may be the blind of tomorrow! Your check for the enclosed two hundred seals will help insure adequate care for the blind—jobs, financial aid, recreation, and a permanent center for these activities. (See the enclosed bulletin for the silent facts about your Blind Association). Use these attractive seals to spread the story

of the Blind. They'll add beauty and interest to your letters and cards at this Thanksgiving. At a stationery store, they'd sell for more than \$2 a sheet.

And while you are giving thanks—give thanks that you can see—and give enough for those who can't.

(Signed) Mrs. Lewis A. Parker

President

Evansville Association for the Blind

Thanks for "seeing!"

P.S. Checks should be made out to "The Evansville Association for the Blind." This organization has been serving the Blind in Evansville for more than 25 years.

Here is Alan's analysis of results:

Campaign consisted of one mailing supplemented by a ten day publicity campaign in local newspapers and over local radio stations.

11,208 separate pieces were mailed: (9/27 and 9/28, 1950) (each mailing consisted of a 1 page lithographed letter, a one sheet mimeographed enclosure, two sheets of 1950 Blind Association seals, 1 6 1/4 business reply envelope, all mailed in a #9 window envelope third class. Addressee's name and address was typed on back of business reply envelope. Mailings were stuffed so that this address showed through window of mailing envelope.)

There was no follow-up.

First reply was received 9/29/50.

Last reply was received 7/10/51.

Total replies 2008 (approximately 16% returns)

Total receipts \$6,332.40

Costs of mailing

28,850 sheets of seals including

original art and plates \$753.51

12,000 letters 84.75

12,000 mimeo. enclosures and

12,000 reply envelopes 205.66

Miscellaneous office supplies 52.22

Postage including permits and

returns—approximately 237.50

Total 1,333.64

Net receipts \$4,998.76

(Note: addressing, folding, gathering and stuffing was done on volunteer basis by Evansville Women's Rotary Club.)

THE REPORTER has taken some hard cracks in the past at phony charity schemes where the promoters get most or all of the "take" . . . so it's a pleasure to give a pat-on-the-back to a worthy effort handled intelligently and honestly.

## A TEAR DROP LETTER

Arthur Schwartz, President of The Commercial Bar, 521 Fifth Avenue, New York 17, N. Y. claims he obtained the following idea from THE REPORTER

... from a Kimberly-Clark advertisement ... August 1951.

Tipped on to the top of their regular letterhead was a plastic tear drop and the following letter was processed and well filled in.

If a tear rolls down the page as you open this letter—forgive me!

You see, I'm one of the coupon clerks here at The Commercial Bar office whose job it is to sort, check and file the thousands of green notification slips that come into the office each month.

Of course the more coupons that come in—the more important my job.

Oh yes, the tear—I really wept when I looked at your record, for unless I have made a dreadful mistake, there hasn't been a coupon come in from your office in simply AGES.

If you could see the care with which The Commercial Bar attorneys are screened and selected and see the way the telephone and teletype are used to help forwarders get service on their claims, I am sure you would want to send whatever business you had to Commercial Bar lists.

Sincerely yours,

(signed) Marilyn Gibbs

P.S. Gee, I hope I didn't put my foot in it by writing you this letter on my own.

Arthur claims results have been very good.

## WORST LETTERS OF THE YEAR

For our December issue ... it is appropriate to make nominations for the "worst letters of the year." We may have mentioned others previously, but these three deserve a special award.

### Number One

The following letter was personally typed on stationery of the Brotherhood Philanthropic Foundation of America, Hinton, West Virginia and was received by "Chairman of the Board" of a nationally known organization.

Dear Sir and Brothers:

Being eligible for Merit Award due to your Philanthropic Giving for a Good Cause, it is a source of added gratification to receive the least of your Philanthropic Giving as a Brotherhood Member.

The Brotherhood Philanthropic Foundation of America, is for the purposes of promoting: Education, Arts, Music, Library, Scholarships, Publications, Economics, Health, Hospitals, Medical Research, Nurses, Sick, Relief, Recreation, Religion, Race Relations, Social Family and Child Welfare, International Relations, Government and Public Administration, Management, Research and Scientific Development of Transportation, Commerce & Industry in America for Progress.

Awaiting you of my desire to lend in your behalf some helpful services. Awaiting your favorable response, I am, with the best of wishes and the kindest of regards, always,

Fraternally yours,

(signed) C. Ted Houshins

P.S. Run the above Advertisement in your publications under your address and keep ten per cent of all Membership Contributions. Please contact Associates whom you think might be interested.

### Number Two

The next candidate for award was a personally typed (perhaps automatically typed) letter from the executive director of a southwestern college (which we will call "Blank"). Letters were sent to house magazine editors. We are printing *exactly as written*, mistakes and all ... but with charitable holiday spirit have changed president's name to John Doe. How could such a thing happen?

Dear Mr. Editor:

For a long time Dr. John Doe, Blank's president, has been trying to work out his schedule so as to allow time for writing a short version of his weekly editorial column, "Looking Ahead." A great many people in industry have asked that he do the shorter version for use in house organs or other industrial or organizational publications. Such a column is available and we're enclosing samples. It is available without charge. A most fitting head "Listen Americans" is provided. However, use of this head is optional; you may use any issue of the column in any editorial manner desired so long as the by-line is attached.

I'm sure you need not be reminded of the present need for widest dissemination of educational material on American principles and especially free enterprise economics. And our experience with Dr. Doe's weekly newspaper column over the past 10 years gives assurance that his writings will find immediate acceptance among any type audience—save, of course, Socialists or Communists or other brands of "social reformers."

If you wish to receive "Listen Americans"—without obligation but with a view of using some of the material regularly—please fill in the enclosed card and mail it to us.

Sincerely yours,

(signed)

Executive Director

### Number Three

The following was actually mailed by a midwestern "lettershop."

Dear Sir:

Incise you will find a list of price to please you for doing your Addressing of Envelopes, and Gum Stickers, also we handle the Direct Mailing of Literature, Advertising, and Sales.

We keep a list of new Birth will can be purchased at a small fee, for the use of Advertising. All our manes are up to date.

We would appreciate your business very much, as we promise to ~~xxxxxx~~ satisfy.

Sincerely Yours,

(signed by proprietor)

The slip attached carried the following schedule (whatever it means).

ADDRESSING AT PRICES THAT PLEASE  
Addressing Prompt Service No Waiting

Direct Mailing		
Stickers - up to 3 Copies		
2 lines, Per 1000	\$	1 1/2¢
3 lines, Per 1000	\$	2¢
4 lines, Per 1000	\$	3¢
Envelopes		
2 lines, Per 1000	\$	1 1/2¢
3 lines, Per 1000	\$	2¢
4 lines, Per 1000	\$	3¢

## TOPS IN LIST HANDLING

This reporter has just received the most remarkable and complete analysis of list handling we've seen in a long, long time. We'd like to print every word of it as an example, but to do it full justice would require more pages than we have in a convention issue.

The report was sent to us by M. L. Keeney, Advertising Department of Surface Combustion Corporation, Toledo 1, Ohio. He says in his letter that his company is willing "to share the ideas with colleagues in the field of direct mail advertising." Since we cannot print the entire report, perhaps Mr. Keeney will be willing to loan REPORTER readers copies of the thirty-page manual.

The typewritten manual is entitled: "Mailing List Procedure," (Industrial Division—Effective November 1, 1951). It was prepared by R. K. Melick, a graduate of Case School of Applied Science, who is now handling production of the direct mail program of the company. He certainly has applied science to list control and maintenance.

The company has a complicated problem. Many district offices and a number of products. As lists go ... the total quantity is not large. Around 10,000 names ... but all highly selective. About twenty mailings are made annually. Expensive technical material. Prospects and customers must be carefully screened so that they get only the material on products of interest to each individual.

What Mr. Melick has done is to set up a standardized procedure whereby every person in the nation-wide sales organization knows exactly how list is maintained ... whereby every prospect for each item can be selected properly ... whereby corrections and additions can be made and duplicates avoided at a minimum cost in time and money.

The job has been done thoroughly and scholarly. Each step, with accompanying specially constructed forms is explained simply.

To give REPORTER readers some idea of the thoroughness, we are reprinting the index of subjects.

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If every company, especially in the industrial field, would tackle their list analysis and control problems in such a professional way . . . the whole face of direct mail would change for the better. Direct mail would improve, waste would be decreased. Top management would have more respect for those engaged in direct mail work.

We hereby recommend to next year's DMAA Program Committee that R. K. Melick be invited to conduct a forum on list control and maintenance methods. It wouldn't interest the folks who dislike details or who like to waste money. But if the Surface Combustion manual typifies a trend . . . it should get more publicity than we can give it here.

## A GOOD THANK YOU

Mary Ellen Clancy, past president of the New York MASA, had a 21st business birthday recently . . . and mailed a novel letter to her customers. It is difficult to write a good "thank you" letter without bragging, but the Irish can cover it up with appealing blarney.

Mary mimeographed her message on a folded 8 1/2" x 11" sheet, to resemble a two page social letter. At top was a sketch of an ancient Irish hat with a green feather punched through the band. Her story makes interesting reading . . . a case history of success.

This preamble was in larger type-writer faces:

NO . . . it's NOT  
ST. PATRICK'S DAY . . .  
EUT . . . I'm wearing a green  
feather in my hat today  
to celebrate my 21st  
year in the Mail-  
Advertising business.

*And 'tis a fitting and proper time to send  
forth "the still small voice of gratitude"*

*to people like you whose confidence and  
faith have helped make this day possible.*

The rest of the story was in regular  
elite type:

21 years ago I hung out my shingle as  
"Public Steno" at 250 Park Avenue. (There  
was a market crash around that time, remember?) I had just been fired from my first  
job! My equipment consisted of 2 second-  
hand typewriters, 2 *awfully* second-hand desks,  
and a meagre supply of paper, pencils, carbon,  
etc.

The space cost about \$50 a month; my one  
"assistant" was my younger brother who had  
also just been fired from his Wall St. job.  
For the next two years he was "technically"  
unemployed, but worked with me for the  
terrible salary of \$12 a week. HE made  
more than I!

Fortunately for both of us, we lived at  
home in "Dodgeville" where Mom always  
kept a roof over our heads and some spuds  
in the pot. He severed connections with me  
when someone offered him \$16 a week to  
go back to Wall St. (Prating of labor!)

It didn't take long for me to discover that  
public stenography alone would not pay the  
rent. Gradually, I added a mimeograph  
machine, then another, and another. Then,  
YOU CLIENTS (may your tribe increase!)  
insisted on our doing multigraphing too—  
so I added a multigraph machine, and another.  
Next, a \$2,000 type setting machine to set  
type electrically instead of by hand.

Then, to speed up your mailings, a folding  
machine and Pitney Bowes Postage Meter  
were added. Finally, you insisted that I  
handle your Addressographing, so I added  
plate-making equipment and cabinets for storing  
your plates . . . and as of

TODAY—I am custodian of some of the  
most confidential lists in the city:

TODAY—instead of \$50 a month rent,  
it's \$400.

TODAY—instead of 2 second-hand typewriters,  
it's 24 top-notch machines, half of  
them electric!

TODAY—instead of 1 assistant, it's 15.  
In subsequent mailings I'll introduce them  
to you and tell you the part each one plays  
in doing YOUR work. After all, they're  
really YOUR employees . . . I merely supervise  
them for you. And, so—

TODAY—Ed like to say "THANK YOU"  
. . . it's been grand working for you and I  
hope you'll let me and my very efficient staff

continue to serve you on your multigraphing  
addressing and mailing work.

(signed) Mary Ellen Clancy  
250 Park Avenue  
New York 17, N. Y.

May the tribe increase!

## BEST LETTER OF THE YEAR

THE REPORTER has taken many cracks  
at bad letters. In this issue (page 34)  
we've nominated three exhibits as "the  
worst" of the year. To balance the  
scales . . . we should pick a candidate  
for a "Best" award.

All year long, we've been watching  
a series of letters mailed from Topeka,  
Kansas. They are usually long letters.  
Obviously automatically typewritten.  
Every time one of these frequent letters  
arrived at THE REPORTER office,  
we all knocked off whatever we were  
doing to read every word. And to  
comment enthusiastically. (Note:  
We are not prospects. The writer  
kindly put us on his promotion list so  
that we could see what he is doing with  
the mail.)

We will take the necessary space in  
this last issue of the year to give you one  
of the letters typed on the stationery of  
Capper Publications, Inc., Topeka,  
Kansas . . . from the office of Victor  
Hawkins, Director of Research (912  
Kansas Avenue). It accompanied a

### Y-O-U-R SALES LETTERS?

Are you satisfied with YOURS? . . .

If you're NOT please write to me immediately. I'd  
like for YOU to try a few of my Custom-Written  
Sales Letters, written in the sales-tested phraseology  
as used for MANY YEARS by firms of all sizes  
in the merchandising and service trade. . . . These  
Letters CAN help Y-O-U. Kindly write:

JAMES HENDERSON, Sherwood, Ohio  
(Established in 1930)

## HOW TO THINK ABOUT DIRECT MAIL

Now available . . . in 52 pages, 6 x 9 booklet form . . . reprints of the complete  
outline for a direct mail training program which appeared in October 1951  
issue of THE REPORTER.

Price \$1.00 for individual copies; 25% discount for bulk lots of from 25 to 250;  
33 1/3 % discount on lots from 250 to 500; 50% off above 500. Back cover  
blank for imprints of producers who want to distribute booklets to customers.  
This outline for direct mail thinking has won the approval of hundreds of  
educators, sales and advertising managers and creators of direct mail.

Order From

THE REPORTER of Direct Mail Advertising

53 Hilton Avenue

Garden City, N. Y.

## CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50¢ per line—minimum space 4 lines. Write The Reporter, 53½ Hilton Ave., Garden City, L. I., N. Y.

### ADDRESSING . . . TRADE

**M. Victor—Addressing for the Trade**  
Rapid Service Unlimited Quantity  
Large Staff of Expert Typists  
130 Flatbush Ave. Brooklyn 17, N. Y.  
Sterling 9-8003

### ADVERTISING AGENCIES

**SELL YOUR PRODUCT** with pulling  
mail order, agent ads.  
We show you how.  
Martin Advertising Agency  
15P East 40th Street, New York 16, N. Y.

### BUY, RENT OR EXCHANGE

Have 15M Metal Working Mfg. Plants on  
Stencils Need additional 15M Mont-  
gomery Engineering Co. 14101 Prairie,  
Detroit 4, Mich.

### ADDRESSING

**OUR LISTS ARE FREE**  
Retailers - wholesalers - manufacturers  
Banks - churches - institutions  
We charge only for addressing  
**SPEED - ADDRESS KRAUS CO**  
48-01 42nd St., Long Island City 4, N. Y.

### MAILING LISTS

450,000 Wage Earners (guaranteed)  
Mass. Conn. N. Y. N. J. Pa. Md.  
\$7.50 per M. Box 121, The Reporter,  
53 Hilton Ave. Garden City, N. Y.

**WANTED**—Mailing Lists of Firms or  
Individuals who have bought Industrial  
or Shop Tools by Mail. E. C. Games  
714 Trinity, University City 5 Missouri

32 page 8" x 11" survey report on  
the readership of *Household Magazine*.  
We'll stick our necks out by this state-  
ment: Victor Hawkins writes the best  
transmittal letters we've ever read. The  
following is simply typical of others  
received during the year 1951.

Mr. Henry Hoke, Publisher & General Manager  
Reporter of Direct Mail Advertising  
53 Hilton Ave.

Garden City, N. Y.

Dear Mr. Hoke:

"I want to spray these flowers while I'm  
resting; we can talk while I'm spraying."  
The young lady whom I had asked for an  
interview had just finished cultivating in her  
garden, which was a large one (about 100  
feet by 100 feet, I'd judge).

Running a power sprayer didn't sound  
like the way I'd pick to REST, especially  
with the thermometer pushing the midday  
temperature above 90 degrees. But evidently

### MAILING LIST CARDS

Auto-Copy Index Cards 3 x 5. For  
copies of mailing lists. Make copies  
while addressing envelopes or letters.  
No carbons required. Price \$2.00 per  
thousand, f.o.b. Rochester, N.Y. The  
Stylograph Corporation, 205 West Main

### OFFSET CUTOUTS

**MOST COMPLETE** service in U. S. Now  
available—**OFFSET SCRAPBOOK 27**,  
950 reproduction proofs of promotional  
headings, catch words and art panels,  
only \$3.00 postpaid. Literature free.  
**A. A. ARCHBOLD, PUBLISHER, 1209-K**  
**S. Lake St., Los Angeles 6, Calif.**

### PENNY POST CARD USERS

Want to avoid increase in postal rates  
January 1st? Write Box 122, The Reporter,  
53 Hilton Ave., Garden City, N. Y.

Did you know that if you mailed in lots  
of 5000 or more to certain classes of  
consumers, the one cent increase in  
postal card rate due on January 1st will  
not affect you? Send sample and data on  
a recent mailing. (No obligation.) Send  
to Box 123, The Reporter, 53 Hilton Ave.,  
Garden City, N. Y.

### SPECIAL BARGAIN

Elliot Addressing Machine Model 300  
with extra long hoppers, skip & repeat  
pedals. High speed Dick Mailer strip  
lister. 100 drawer steel cabinets with  
35,000 stencil capacity. L. C. Smith  
Stencil Cutting Typewriter. Excellent  
condition.

**SAVER & WALLINGFORD**  
**147 WEST BWAY, N.Y.C. WO.4-0520**

they did things differently in this town of  
11,000, and I wanted to find out just how  
folks in these towns spend their leisure time.

"Jack (that's my husband) will finish the  
cultivating when he comes home from the  
store for lunch," she continued. She pumped  
away happily at the sprayer with seemingly no  
effort, while I sweat copiously just from  
following her about the oversize yard. "We  
divide the garden work, since we both enjoy  
it so much . . . she explained . . . besides,  
that gives him time to fish twice a week and  
leaves me time to go swimming with the  
kids every other day or so."

A Buck turned into the yard, a man in  
his late 30's jumped out, exchanged a good-  
natured but brief greeting that identified him as  
"Jack," cranked the garden tractor and  
took off down the garden furrow with the  
scent "I've got to finish this now, so I can  
get at the lawn this evening."

I looked at the spreading lawn, which in  
itself would have been a day's work for me.  
Sweat poured down the back of my drenched  
shirt . . . and I could not tell whether it was  
the heat or the sudden revelation of endless  
activities that had me bewildered, befuddled  
or bewildered.

After all, Mr. Hoke, I'm just a city feller  
who isn't used to plowing during my lunch  
hour or jumping a miniature fire engine in the  
sizzling heat while I'm "resting." Surely  
people who put in so much effort on their  
home interests have no time for anything

else. Oh, yeah? Listen, and become en-  
lightened as I did. . . .

"With so much work around the house,  
I don't suppose you ever get away from  
home very much," I panted. She gave me  
a rather puzzled look, then replied: "We  
are going to leave on our vacation a week  
from next Monday. Not going to get a long  
trip this year . . . just going to Colorado  
(by lightning calculation I figured that would  
take them about 2,000 miles round trip).  
Jack wants to take two weeks for hunting  
this fall, so we are only taking two weeks  
this summer. But we did go to California  
last year, so we're only entitled to a short  
trip this summer."

By now I had been reduced to a smolder-  
ing heap, both physically and mentally. As  
a drowning man's life history flashes before  
his mental eye, so now my leisure hours for  
the past twenty years passed in review. And  
they seemed quite empty and unproductive,  
indeed, when compared with what these  
town folks crammed into their "leisure time."

Then and there it dawned on me that if  
any percentage of small town folks lived as  
dynamically as did this family, I had the  
makings of one of the greatest market stories  
I had ever produced. But I also knew it was  
so good that I would have to have proof  
positive to convince big city marketers that  
anyone lived like this. Result? The attached  
report: "What HOUSEHOLD families do  
with their LEISURE TIME."

Pardon me now, while I go rest. Just  
talking about the energetic was in which  
these HOUSEHOLD families "rest" has tired  
me out.

Sincerely,

(signed) Victor Hawkins  
Director of Research  
CAPPER PUBLICATIONS, INC.

## THIS CAN'T BE TRUE

But it is. One of the mail order  
cheese sellers showed us a personal let-  
ter (at Milwaukee Convention) he had  
received from the sales promotion man-  
ager of an envelope manufacturer. Let-  
ter asked why cheese promoter didn't  
make it easier for prospects to respond  
by enclosing convenient order blank  
envelopes. The letterhead was beauti-  
ful. In four colors. Modern stream-  
lined design. But here's the unbeliev-  
able joker. Nowhere on the letterhead  
was the street address or even the city  
of the manufacturer. The cheese sel-  
ler's secretary had lost the enclosures  
and the carrying envelope. He had  
never heard of the company. We finally  
tracked it down through membership  
list of Envelope Manufacturers Associa-  
tion. The company was at least  
1000 miles away from the prospect. We  
don't have the heart to reveal the name  
of the culprit . . . but we sure hope  
things are changed on the next run of  
letterheads. Every letterhead should  
tell three things definitely—(1) Who  
you are—(2) Where you are and  
(3) What you are. Number (2) should  
include also your telephone number.  
Make it easy for people to get in touch  
with you.

MAILING  
**LISTS**

OF GUARANTEED ACCURACY

INDUSTRIAL LIST BUREAU

45 Astor Place, New York 3, N. Y.

# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING

Archer Business Service, Inc., 3624 1/2 Archer Ave., Chicago 32, Ill.  
 Clear Cut Engraving Co., 120 Greenwich St., New York 6, N.Y.  
 Creative Mailing Service, Inc., 460 No. Main St., Freeport, N.Y.  
 Fast Mail Service, Inc., 417 Cleveland Ave., Plainfield, N.J.

## ADDRESSING — TRADE

Shapiro Typing Service, Inc., 66-11 Roosevelt Ave., Woodside, N.Y.  
 M. Victor, 136 Flatbush Ave., Brooklyn 17, N.Y.

## ADVERTISING AGENCY

Martin Advertising Agency, 13PA East 40th St., New York 16, N.Y.

## ADVERTISING AGENCY PERSONNEL DIRECTORY

McGraw Hill Publ. Co., Inc., Sales Service, 370 W. 42nd St., N.Y. 18, N.Y.

## ADVERTISING ART

John Guthrie, 1345 Green Court, N.W., Washington 5, D.C.  
 Raymond Lufkin, 116 West Clinton Ave., Tenafly, N.J.

## AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co., 619 N. Carpenter St., Chicago 22, Ill.  
 Robotyping Corporation, 125 Allen Street, Hendersonville, N.C. Car.

## AUTOMATIC TYPEWRITING

Amendador Letter Service Co., 1110 8th St., New York 4, N.Y.  
 Arrow Letters Corp., 207 West 28th St., New York 18, N.Y.  
 Dorothy R. Pollard, 417 1/2 E. Capitol St., Jackson, Miss.

## COLLATING MACHINE

Evans Specialty Co., Inc., 492 No. Mifflin St., Richmond 20, Va.  
 Thomas Mechanical Collator, 30 Church Street, New York, N.Y.

## COPYWRITER (Free Lance)

Leo P. Holt, Jr., 64 E. Jackson Blvd., Chicago 4, Ill.  
 James Henderson, 1110 8th St., New York 4, N.Y.  
 Olyette E. Reed, First National Bank Bldg., Howell, Michigan  
 Hal G. Vermaes, 15 W. Madison St., Chicago 4, Ill.  
 John Yezzer, 412 East 26th St., New York 9, N.Y.

## DIRECT MAIL AGENCIES

Homer J. Buckley, 57 East Jackson Blvd., Chicago 4, Ill.  
 Chase & Richardson, Inc., 9 East 43rd St., New York 17, N.Y.  
 Dickie Raymond, Inc., 80 Broad Street, Boston 10, Mass.  
 Dury & Fatory, Inc., 635 No. Water St., Milwaukee 2, Wis.  
 Lee Letter Service, Inc., 29 East 20th St., New York 3, N.Y.  
 Mailgraph Co., Inc., 39 Water Street, New York 4, N.Y.  
 Regis-D Products Company, 150 West 22nd St., New York 11, N.Y.  
 John A. Smith & Staff, Inc., 11 Beacon St., Boston 8, Mass.  
 Carl G. Vioet, Inc., 124 Summer St., Boston 19, Mass.  
 Philip J. Wallach Company, 230 Fifth Ave., New York 1, N.Y.

## DIRECT MAIL EQUIPMENT

The Adams Company, 230 Third Avenue, New York 10, N.Y.  
 Elliott Stencil Cutting, 120 Greenwich St., New York 6, N.Y.

## ENVELOPES

The American Paper Products Co., East Liverpool, Ohio  
 Atlanta Envelope Company, Post Office Box 1267, Atlanta 1, Ga.  
 Boston Envelope Co., 297 High St., Boston, Mass.  
 Cuggles House Corp., 4175 N. Kingshighway Blvd., St. Louis 18, Mo.  
 Samuel Cuggles Envelope Co., Inc., 360 Furman St., Brooklyn 2, N.Y.  
 Direct Mail Envelope Co., Inc., E. West 20th St., New York 11, N.Y.  
 Garden City Envelope Co., 3601 North Rockwell St., Chicago 18, Ill.  
 General Envelope Company, 28 South St., Box 634, Boston 7, Mass.  
 Gray Envelope Co., 55-32nd St., Brooklyn 32, N.Y.  
 McGill Paper Products, Inc., 501 Park Ave., Minneapolis 16, Minn.  
 Massachusetts Envelope Co., 641-643 Atlantic Ave., Boston 10, Mass.  
 Sheppard Envelope Co., One Envelope Terrace, Worcester 1, Mass.  
 The Standard Envelope Mfg. Co., 1600 East 20th St., Cleveland 14, Ohio  
 Tension Envelope Corporation, 322 Fifth Avenue, New York 36, N.Y.  
 Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.  
 Tension Envelope Corporation, 5001 Southwest Ave., St. Louis 10, Mo.  
 Tension Envelope Corporation, 123-129 N. Second, Minneapolis 1, Minn.  
 Tension Envelope Corporation, 1912 Grand Ave., Des Moines 14, Iowa  
 United States Envelope Company, Springfield 2, Mass.  
 The Wolf Envelope Company, 179-81 E. 22nd St., Cleveland 1, Ohio

## ENVELOPE SPECIALTIES

Curtis 1000, Inc., 380 Capitol Ave., Hartford 6, Conn.  
 Garden City Envelope Co., 3601 North Rockwell St., Chicago 18, Ill.  
 The Saxon Company, Inc., 480 Lexington Ave., New York 17, N.Y.  
 Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

## HOUSE ORGANS

Chief Advertising Service, 1826 Euclid Ave., Cleveland 15, Ohio  
 The William Feather Co., 812 Huron Road, Cleveland 15, Ohio

## INTERMEDIARIES — SALES LITERATURE

L. P. MacAdams, Inc., 301 John St., Bridgeport, Conn.

## LABEL PASTERS

Potdevin Machine Company, 1281-38th St., Brooklyn 15, N.Y.

## LABELS

Tony Label Company, 9 Murray St., New York 7, N.Y.

## LETTER GADGETS

Hewitt Company, 45 West 45th St., New York 19, N.Y.  
 A. Mitchell, 111 West Jackson Blvd., Chicago 4, Ill.  
 A. August Thief, 545 Fifth Ave., New York 17, N.Y.

## LETTERHEADS

Peerless Lithographic Company, 4305 Diversey Ave., Chicago 29, Ill.

## MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co., Scranton, Pennsylvania

## MAIL ADVERTISING SERVICES (Letterheads)

Benart Mail Sales Service, Inc., 228 East 45th St., New York 17, N.Y.  
 Bronsater Mail Service Company, 17 East 42nd St., New York, N.Y.  
 Century Letter Co., Inc., 48 East 21st St., New York 10, N.Y.  
 Cold Advertising Service, 607 East Van Buren, Phoenix, Ariz.  
 A. W. Hicks & Co., 356 Victoria St., Toronto 2, Ont., Can.  
 Fair Mail Service, 417 Cleveland Ave., Plainfield, N.J.  
 The Letter Shop, 214 Mission St., San Francisco 6, Calif.  
 Long Island Letter Service, 212 Front Street, Minnola, N.Y.

Mailgraph Co., Inc., 39 Water St., New York 4, N.Y.  
 Lee Letter Service, 20 East 20th St., New York 3, N.Y.  
 Mailways, Inc., 200 Adelaide St., West, Toronto 1, Ont., Canada  
 The Rylander Company, 15 S. Wells St., Chicago 6, Ill.  
 Wodlington Mail Adv. Service, 1304 Arch St., Philadelphia 7, Pa.

## MAILING LISTS — BROKERS

\*Archer Mailing List Service, 140 West 45th St., New York 19, N.Y.  
 \*George R. Bryant Co., Inc., 495 Madison Ave., New York 22, N.Y.  
 \*D-R Special List Bureau, Inc., 30 Broad St., Boston 10, Mass.  
 \*Walter Dry, Inc., 257 Fourth Ave., New York 10, N.Y.  
 \*Guild Company, 160 Enale Street, Englewood, New Jersey  
 \*Willa Madden, Inc., 215 Fourth Ave., New York 3, N.Y.  
 \*Mallins Incorporated, 25 West 45th St., New York 19, N.Y.  
 \*Mostly Selective List Service, 38 Newbury St., Boston 16, Mass.  
 \*Names Unlimited, Inc., 352 Fourth Ave., New York 10, N.Y.  
 \*D. L. Natividad, 192 Broadway, New York 10, N.Y.  
 \*James E. True Associates, 415 4th Ave., New York 16, N.Y.  
 \*Members — National Council of Mailing List Brokers

## MAILING LISTS — COMPILERS & OWNERS

Allied Agencies, 321 State St., Knoxville, Tenn.  
 Associated Publicity Service, 1913 Sixteenth St., Fort Huron, Mich.  
 Automobile Blue Book, 200 S. Wabash Ave., Chicago 5, Ill.  
 Bookbuyers Lists, Inc., 263 Broadway, New York 13, N.Y.  
 Buffalo City Dispatch, Inc., 114-120 East 25th St., New York 10, N.Y.  
 Creative Mailing Service, Inc., 460 N. Main St., Freeport, N.Y.  
 Dunhill List Company, Inc., 565 Fifth Ave., New York 17, N.Y.  
 Fisher-Stevens Service, Inc., 345 Hudson St., New York 14, N.Y.  
 Great Grass Associates, Inc., 45 Astor Place, New York 17, N.Y.  
 Industrial List Bureau, Inc., 45 Astor Place, New York 17, N.Y.  
 Investors Listing Co., 45 West 45th St., New York 19, N.Y.  
 Jewish Statistical Bureau, 320 Bldg., New York 7, N.Y.  
 Market Completion Bureau, 3123 Hollywood Blvd., Hollywood 28, Calif.  
 J. R. Monty's Turf Fan Lists, 201 East 46th St., New York 17, N.Y.  
 Moore Associates, 1400 Park Ave., New York 17, N.Y.  
 Official Catholic Directory Lists, 12 Barclay St., New York 8, N.Y.  
 W. S. Patten, Inc., 10 East 42nd St., New York 17, N.Y.  
 R. L. Rashm, 3123 Hollywood Drive, Hollywood 28, Calif.

## MATCHED STATIONERY

Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

## MESSENGER SERVICE

Airline Delivery Service, 60 East 42nd St., New York 17, N.Y.

## METERED MAIL EQUIPMENT

Pitney-Bowes, Inc., Stamford, Conn.

## MICROFILMING

Microfilming Corp. of America, 11 East Pleasant Ave., Maywood, N.Y.

## MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Company, 19 So. Wells St., Chicago 6, Ill.

## OFFSET PRINTING

Bachman Reproduction Service, 250 East 43rd St., New York 17, N.Y.  
 The Litho Studio, Inc., 49 East 1st Street, New York 3, N.Y.  
 McCormick-Armstrong Co., Inc., 1501 East Douglas, Wichita 1, Kan.

## PAPER MANUFACTURERS

Fox River Corporation, Appleton, Wisconsin  
 W. C. Hamilton & Sons, Miligon, Penna.  
 Hammernill Paper Company, Erie, Pennsylvania  
 International Paper Company, 220 East 42nd St., New York 17, N.Y.  
 Kimberly-Clark Corp., Neenah, Wisconsin  
 Mead Sales Company, 819 Public Ledger Bldg., Philadelphia 6, Pa.  
 Neenah Paper Company, Neenah, Wisconsin  
 Rising Paper Company, Housatonic, Massachusetts

## PHOTO ENGRAVERS

Pioneer-Moss, Inc., 460 West 24th St., New York 1, N.Y.

## PHOTOGRAPHS

Washington Commercial Co., 1209-15th St., N.W., Washington 5, D.C.

## PLATES & STENCILS

Columbia Ribbon & Carbon Mfg. Co., Inc. Herb Hill Road, Glen Cove, N.Y.  
 Remington Rand, Inc., 2 Main St., Bridgeport 1, Conn.

## PRINTERS & LITHOGRAPHERS

Brooklyn Press, 325 Adams St., Brooklyn 1, New York  
 College Press, 38 Irving Place, New York 3, N.Y.  
 The House of David, 1591 East Douglas, Wichita 1, Kan.  
 McCormick-Armstrong Co., Inc., 1501 East Douglas, Wichita 1, Kan.  
 Paradise Printers and Publishers, Paradise, Pa.  
 Kimberly-Clark Corp., 23 South St., Box 654, Boston 2, Mass.  
 Stecher-Trautman Litho. Corp., 274 N. Goodman St., Rochester 7, N.Y.

## PRINTING EQUIPMENT

Davidson Corp., 1048 West Adams St., Chicago 7, Ill.  
 Harris Seybold Company, 4516 East 71st St., Cleveland 8, Ohio

## STAPLING MACHINE

Staplex Company, 65 1/2 Jay St., Brooklyn, N.Y.

## STENCIL CUTTING & ADDRESSING

Creative Mailing Service, Inc., 460 No. Main St., Freeport, N.Y.

## SYNDICATED HOUSE MAGAZINES

Publications Digest, 130 West 42nd St., New York 18, N.Y.

## TYERS

National Bundle Tyer Company, Blainfield, Michigan

## TYPE FACES

American Type Founders Sales Corp., Elizabeth, New Jersey

## TYPEWRITERS

Ralph C. Coxhead Corp., 329 Pridemore Ave., Newark 6, N.J.  
 Remington Rand, Inc., 710 Fourth Avenue, New York 10, N.Y.

## VITAMINS AND MINERALS

The Summer & Son Co., P.O. Box 398, Mt. Vernon, N.Y.



# SHORT NOTES DEPARTMENT

(Continued from page 11)

lines. Company name at top and this printed explanation: "Memorandum (handwritten to insure more prompt service)." Some people may think it undignified not to use typewritten letters in all cases . . . but handwritten memos (if they can be read) are appreciated by most recipients. Shows personal care and attention.



◆ **THE SQUARE SPAN IDEA** seems to be attracting a lot of attention lately. The Reporter has received numerous requests for more information from various research organizations. All we could give them were clips from back issues where we described the suggested system of writing letters or setting type in blocks of copy rather than in long lines. Some experimenters claim that such composition is easier to read. If any have toyed with idea, please get in touch with us.



◆ **THE POST OFFICE DEPARTMENT** is trying to get employees in all post offices to handle undeliverable third class matter more speedily and in the proper manner. The Postal Bulletin of November 6 emphasizes the importance of returning undeliverable matter with proper notations when Form 3547 is used. All third class mailers should remember that if you want to be sure to have all undeliverable pieces returned to you, place "return postage guaranteed" under your corner card in upper left corner.



◆ **A PRE-WAR GERMAN** banknote for 100,000 marks was attached to a form letter used by the Newman Realty, 1627 East 18 Street, Brooklyn 29, N. Y. Explanation was that this note was once worth \$23,800 but inflation dropped its value. Sales pitch: "Put your money into a home that will go up in price as fast as the value of money goes down."



◆ **BIFOCUL WEARERS** who have trouble reading numerals on wall calendars ought to be interested in getting a current copy of the calendar used year after year by the Frederick Post Company, 3650 Avondale Avenue, Chicago 18, Illinois. It is different from most calendars in that 52 pages are spiral-bound to the main picture. Three months are visible on each of the 52 sheets but

the dates for each week are printed in big giant characters across the bottom of the sheet . . . big enough to be read across any large office. Although calendar is produced for engineering trade, the Post Company receives thousands of requests from other people. You can get a copy of the calendar by writing to Michael Mannion (Advertising), 5 South Wabash Avenue, Chicago 3, Illinois. Incidentally, our old friend Frank Fetherston, former advertising manager of the Post Company, has just announced that he has moved to Grimm & Craigle, Chicago agency, as account executive.



◆ **THERE WILL BE** closer cooperation in the future between the Mail Advertising Service Association (representing direct mail advertising producers) and the Direct Mail Advertising Association (representing mail users). Both organizations have appointed members to a joint committee which will work in unison to promote such projects as direct mail advertising days at advertising clubs; inclusion of advertising courses in college curriculums; and research in direct mail advertising. Such a cooperative venture has been needed for a long time.



◆ **AN OLD-TIMER** in the direct mail field died suddenly in Allentown, Pennsylvania on November 7. It was a shock to many of us who were with him at the Milwaukee convention. Clarence E. Musselman was respected by everyone connected with direct mail. He was head of the Paramount Business Service in Allentown . . . and served in many responsible positions in the Mail Advertising Service Association—on the board of directors, as national treasurer, and as chairman of important committees. His enthusiasm will be missed.



◆ **AN EDITORIAL** in the St. Petersburg (Florida) Independent on October 30, takes the National Office Management Association over the coals for the "new idea" of eliminating formal salutations from business letters. Don't know why it took the Independent so long to get around to the subject since NOMA adopted "dearless" letters five or six years ago. But the Independent thinks that "in these days of tough talk and the curt reply, more courtesy, not less, is demanded." "Dearless" letters can be more friendly and more courteous than "dear" letters. We will send the editor of the Independent our instruction sheet.



◆ **IMPORTANT!** Please keep on sending to The Reporter all examples you may receive in the mail of those phony

invoices from directory publishers with a tip-on of your listing in another directory. The Post Office has been cracking down. Several fraud orders have been issued. In one instance there was simply a stipulation that the publisher agreed to stop the "clip-em and paste-em" method. We are still interested in getting specimens because we want to uncover all cases where new firms spring up. All of you who are interested in keeping the mails clean should notify your accounting department to examine carefully all printed forms which appear to be bills for a listing in a directory.



◆ **DIRECT MAIL VOLUME** used by American business during first ten months of 1951 was \$878,754,746 (by DMAA Committee estimates). This represents a gain of more than 14½% over the corresponding figure of 1950. For October 1951, the dollar volume was \$102,049,878—a gain of 19% over October 1950. With two months yet to be computed, direct mail is sure to have its first billion dollar year.



◆ **DISTRESSING** . . . the news of the death of George Welp on November 29. George was known to almost everyone in the graphic arts field . . . as advertising manager of the Printing Ink Division of Interchemical Corporation . . . as a poised and effective speaker . . . as a friendly counselor and worker for betterment. This reporter enjoyed many happy hours working with him in Washington and New York on the wartime Graphic Arts Victory Committee.



◆ **A RED-HEADED GIRL** came into this troubled world on Saturday, November 24 . . . just as this grandfather was putting the finishing touches to the December Reporter. Joyce makes the seventh grandchild . . . daughter of Jack and June Hoke of 3904 Parsons Road, Chevy Chase 15, Maryland. Score now stands: four boys (all boisterous), three girls (all beautiful). Isn't it about time for a moratorium, armistice, or something?



◆ **ANOTHER YEAR** is coming to a close. Twelve more issues of The Reporter have been "put to bed." It has been a good year. More subscribers, more advertisers than ever before. So we thank all of you for your support, encouragement . . . and mostly for your friendly, helpful letters. We have lots of plans "cooking" for a better and even more helpful magazine in 1952. The Reporter staff wishes every one of you a Merry Holiday Season . . . and as Prosperous and Healthy a New Year as now-normal world jitters will allow.



# Tell it to Kimberly-Clark

An idea exchange service for  
advertisers and buyers of printing

## The ad that actually smelled good!

In introducing a new deodorant soap via four-color newspaper space in Chicago, it was important for us to emphasize the pleasant scent of our product. Working with ink manufacturers, Armour and Company chemists discovered a way to mix a 15% solution of the soap's perfume and red ink, thus "scenting" the advertisement. This unusual device caused a great deal of comment in Chicago the day the ad appeared—even the buses and streetcars "smelled good." But needless to say it helped greatly in getting our new campaign off to a sensational and successful start.

R. E. Whiting,  
Armour and Company  
Chicago, Illinois

## Don't forget the "back room boys" at Christmas!

Last year at Christmas time, it struck us that our contacts with suppliers were limited to their salesmen. They were the ones from whom we demanded rush service and special attention; yet the actual work was on the shoulders of the



"boys in the back room"—engravers, compositors, pressmen, truck drivers and the like. We couldn't send each one a gift, but we did obtain their names and draft a letter combining our thanks for their extra efforts with best wishes for Christmas and the New Year. The response proved that our letter was appreciated, and furthermore, reciprocated by outstanding service.

John Eckels, Copy Chief,  
Perry-Brown, Inc.,  
Cincinnati, Ohio



## Folder provides double service

Most promotional pieces are considered successful if they accomplish one purpose, but this folder handled *two* with ease. Because many people are unaware of the travel agent's important function, we prepared a folder telling *his* story, and offered name-imprinted copies to each agent free of charge. Our first run of half a million has already been quadrupled, and we believe much has been accomplished in the way of consumer education. Secondly, since travel agents represent other carriers too, we know Pan American



has gained a valuable benefit in "dealer relations." Thus we were able to provide a service to our customers and our agents as well—with one folder. If your promotional piece answers a marketing problem, the resulting benefit (in this case, good will) may very well offset the cost.

Melville E. Stone,  
Pan American World Airways,  
New York, N. Y.

## Do you have an item of interest? Tell it to Kimberly-Clark!

Any item of interest pertaining to advertising or printing is acceptable, and becomes the property of Kimberly-Clark. For each published item, a \$50 Defense Bond will be awarded to the sender. In case of duplicate contributions, only the first received will be eligible for an award. All contributions should be addressed to Idea Exchange Panel, Room 995, Kimberly-Clark Corp., Neenah, Wis.



\* \* \*

Remember—you add crisp freshness and sparkling new sales appeal to advertising pieces, brochures, reports, house organs—when they're done on fully-coated Kimberly-Clark printing papers. For brighter, sharper, smoother reproduction in any fine letterpress or offset printing job, specify Kimberly-Clark.

# Kimberly-Clark Corporation

NEENAH, WISCONSIN

Quality Machine-Coated Printing Papers

Hifect\* Enamel Lithofect\* Offset Enamel Trufect\* Multifect\*

© KIMBERLY-CLARK CORP.  
\* U.S. PAT. & DES. OFF.



EASY ON THE PRESS... EASY ON THE EYES

# INTERNATIONAL TICONDEROGA TEXT

When you need a match, specify **Ticonderoga Text** . . . match envelopes and coverweight in 7 watermarked colors plus cream and Brite White, laid or wave, plain or deckle-edged. You'll get truly distinctive appearance in brochures, book jackets, programs, menus, announcements, etc. . . . at surprisingly low cost. Versatile **Ticonderoga Text** is easy on any press . . . offset, letterpress or gravure. International Paper Company, New York 17, N. Y.



**INTERNATIONAL PAPERS**  
for printing and converting

